TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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MAR 25 1941
DETROIT

National Press Bldg. SUPPLEMENT TO ISSUE OF MARCH 24, 1941 Washington, D. C.

New Broadcast Allocations

Ordered Under The

North American Regional Broadcasting Agreement

(Havana Treaty)

Effective March 29, 1941

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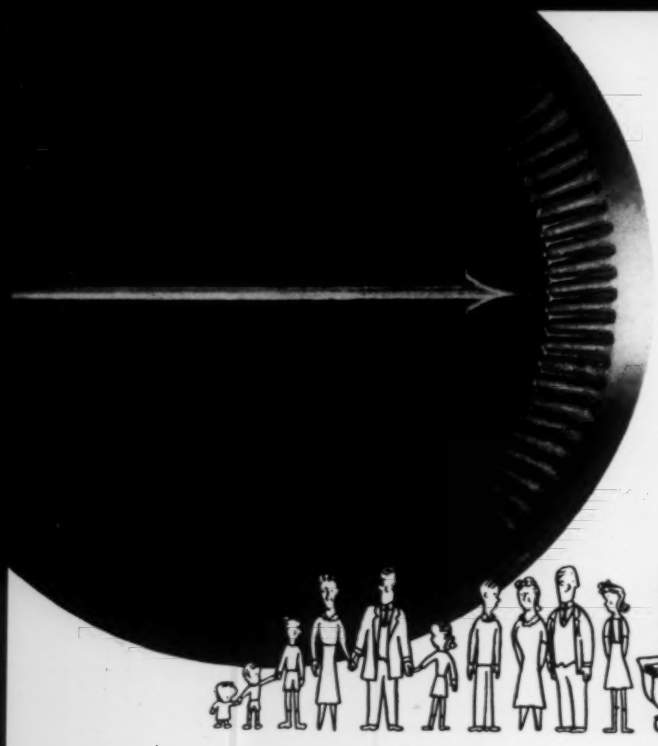
Compiled by the Staff of BROADCASTING from Authoritative Government Sources



We congratulate the 126 CBS stations

for the many special things they are doing to move 29,300,000 U. S. radio families "less than an inch" on their dials!

They've let their imaginations wander along the path of good promotion... planned the *basic* things first... and then put into effect the *unusual*, the things that mark CBS stations as smartly aggressive.

They're arranging sales with local department stores, with the sale price the same as the new frequency of the station... a $10.70 sale in one of Los Angeles' leading stores will call sharp attention to the new frequency of KNX, for example.

They're giving prizes to everybody whose telephone number, social security number, street address or automobile license is the same as the new frequency. They're covering railroad trains, street cars, buses, taxicabs, with posters featuring the change. They're even flying kites imprinted with the new frequency!

They're getting circulars in all customer mail sent out by their own local clients. They're flooding their cities with crews of boys and girls, carrying portable radio sets and placards announcing the change. They're enlisting civic groups, business groups, religious groups, education groups, to spread word of their new frequencies.

They're doing all these things *in addition to* the basic comprehensive plan sent to stations by the NAB.

They're doing them *in addition to* the "irreducible minimum" suggested by CBS.

They're doing them *in addition to* the distribution of over 1,600,000 pieces of display material sent out by CBS and the individual stations.*

With the net result that these 126 CBS stations will transfer their audiences... or hold them at the old addresses..."without spilling a drop," on March 29.

So... our congratulations to the CBS stations: the most alert group of stations in radio!

THE COLUMBIA BROADCASTING SYSTEM

** Samples of all display material are included in the "CBS working kit," with copies available on request to any advertiser.*

Log of U. S. Broadcast Stations

Call Letter List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As approved by the United States Government)

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit. DA—Directional Antenna. *—CP for New Station. †—CP for New Frequency.

EXPLANATION

Powers shown are those at present authorized. Classifications of stations, however, govern potential power allowed. Many stations already are installing new equipment which will qualify them for the higher power permissible under their classifications. For classes and potential powers see definitions on Page 36. All powers are U unless otherwise designated. Where LS and D powers are shown, the upper designation is the night power. Radiation in terms of millivolts-per-meter (mv/m) indicates the average (RMS) unattenuated field strength at one mile for 1,000 watts.

(Corrected to March 20, 1941)

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
		K			
KABC	San Antonio, Tex.	250	1450	U	IV
KABR	Aberdeen, S. D.	500 1,000—LS CP-5,000—U	1420	U	III-A
KADA	Ada, Okla.	250	1230	U	IV
KALB	Alexandria, La.	250	1240	U	IV
KALE	Portland, Ore.	1,000 5,000—LS CP-5,000—U	1330	U	III-A
KAND	Corsicana, Tex.	100	1340	U	IV
KANS	Wichita, Kan.	250	1240	U	IV
KARK	Little Rock, Ark.	5,000	920	U	III-A
KARM	Fresno, Cal.	250	1340	U	IV
KASA	Elk City, Okla.	100	1240	U	IV
KAST	Astoria, Ore.	250	1230	U	IV
KATE	Albert Lea, Minn.	250	1450	U	IV
KAVE	Carlsbad, N. M.	250	1240	U	IV
KAWM	Gallup, N. M.	100	1490	U	IV
KBIX	Muskogee, Okla.	100 CP-250	1490	U	IV
*KBIZ	Ottumwa, Ia.	100	1240	U	IV
KBKR	Baker, Ore.	250	1490	U	IV
KBND	Bend, Ore.	250	1340	U	IV
KBPS	Portland, Ore.	100	1450	S-KXL	IV
KBST	Big Spring, Tex.	100	1490	U	IV
KBTM	Jonesboro, Ark.	100 250—LS	1230	U	IV
*KBUR	Burlington, Ia.	250	1490	U	IV
*KBWD	Brownwood, Tex.	500	1380	U	III-B
KCKN	Kansas City, Kan.	250	1340	U	IV
KCMC	Texarkana, Tex.	250	1450	U	IV
KCMO	Kansas City, Mo.	1,000 5,000—LS	1480	U	III-B
KCRC	Enid, Okla	250 (Proposed 1,000)	1390	U	IV III-B
KCRJ	Jerome, Ariz.	250	1340	U	IV
KDAL	Duluth, Minn.	250	1490	U	IV
KDB	Santa Barbara, Cal.	250	1490	U	IV
KDFN	Casper, Wyo.	1,000	1470	U	III-B
KDKA	Pittsburgh, Pa.	50,000	1020	U	I-A
KDLR	Devils Lake, N. D.	250	1240	U	IV
KDNT	Denton, Tex.	100	1450	U	IV
KDON	Monterey, Cal.	100	1240	U	IV
KDRO	Sedalia, Mo.	250	1490	U	IV
*KDTH	Dubuque, Ia.	1,000	1370	U	III-B
KDYL	Salt Lake City, Utah	1,000 5,000—LS CP-5,000—U	1320	U	III-A
KECA	Los Angeles, Cal.	1,000 5,000—LS CP-5,000—U	790	U	III-A
KELA	Centralia, Wash.	1,000	1470	U	III-A
KELD	El Dorado, Ark.	250	1400	U	IV
KELO	Sioux Falls, S. D.	250	1230	U	IV
KENO	Las Vegas, Nev.	250	1400	U	IV
KERN	Bakersfield, Cal.	1,000	1410	U	III-A
KEUB	Price, Utah	250	1450	U	IV
KEVR	Seattle, Wash.	100	1400	S-KRKO	IV
KEX	Portland, Ore.	5,000 (Proposed 50,000)	1190	U	II I-B
*KEYS	Corpus Christi, Tex.	250	1490	U	IV
KFAB	Lincoln, Neb.	10,000 (Proposed 50,000—U)	780 (Proposed 1110)	S-WBBM	I-B
KFAC	Los Angeles, Cal.	1,000	1330	U	III-A
KFAM	St. Cloud, Minn.	250	1450	U	IV
KFAR	Fairbanks, Alaska	1,000	610	U	III-A
KFBB	Great Falls, Mont.	1,000 5,000—LS CP-5,000—U	1310	U	III-A
KFBC	Cheyenne, Wyo.	250	1240	U	IV
KFBI	Wichita, Kan.	5,000 CP-1,000—N CP-5,000—LS	1070	L-KNX CP-U	II
KFBK	Sacramento, Cal.	10,000	1530	U	I-B
KFDA	Amarillo, Tex.	250	1230	U	IV
KFDM	Beaumont, Tex.	1,000	560	U	III-A
KFDY	Brookings, S. D.	1,000	790	SHD	III
KFEL	Denver, Col.	1,000 CP-5,000	950	U	III-A
KFEQ	St. Joseph, Mo.	500 2,500—LS	680	L-KPO	II
KFGQ	Boone, Ia.	100	1400	SHD	IV
KFH	Wichita, Kan.	1,000 5,000—LS CP-5,000—U	1330	U	III-A
KFI	Los Angeles, Cal.	50,000	640	U	I-A
KFIO	Spokane, Wash.	100	1150	D	IV
KFIZ	Fond du Lac, Wis.	100	1450	U	IV
KFJB	Marshalltown, Ia.	250	1230	U	IV
KFJI	Klamath Falls, Ore.	100	1240	U	IV
KFJM	Grand Forks, N. D.	500 1,000—LS	1440	U	III-B
KFJZ	Fort Worth, Tex.	1,000 CP-5,000	1270	U	III-A
KFKA	Greeley, Col.	1,000	910	S-KPOF	III-A
KFKU	Lawrence, Kan.	1,000 5,000—LS	1250	S-WREN	III-A
*KFMB	San Diego, Cal.	250	1450	U	IV
KFNF	Shenandoah, Ia.	500 1,000—LS	920	S-KUSD	III-B
KFOR	Lincoln, Neb.	100 250—LS CP-250—U	1240	U	IV
KFOX	Long Beach, Cal.	1,000	1280	U	III-A
KFPL	Dublin, Tex.	100 250—LS	1340	U	IV
KFPW	Ft. Smith, Ark.	250	1400	U	IV
KFPY	Spokane, Wash.	5,000	920	U	III-A
KFQD	Anchorage, Alaska	250	790	SH	IV
KFRC	San Francisco, Cal.	5,000	610	U	III-A
KFRO	Longview, Tex.	1,000	1370	U	III-B
KFRU	Columbia, Mo.	250	1400	U	IV
KFSD	San Diego, Cal.	1,000 CP-5,000	600	U	III-A
KFSG	Los Angeles, Cal.	1,000 2,500—LS	1150	S-KRKD	III-A
KFUO	Clayton, Mo.	1,000 CP-5,000	850	L-KOA	II
KFVD	Los Angeles, Cal.	1,000	1020	L-KDKA	II
KFVS	Cape Girardeau, Mo.	250	1400	U	IV
KFWB	Los Angeles, Cal.	5,000	980	U	III-A
KFXD	Nampa, Ida.	250	1230	U	IV
KFXJ	Grand Junction, Col.	250	1230	U	IV
KFXM	San Bernardino, Cal.	250	1240	S-KPPC	IV
KFYO	Lubbock, Tex.	250	1340	U	IV
KFYR	Bismarck, N. D.	1,000 5,000—LS CP-5,000—U	550	U	III-A
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	1510	U	II I-B
KGB	San Diego, Cal.	1,000	1360	U	III-A
*KGBS	Harlingen, Tex.	250	1240	U	IV
KGBU	Ketchikan, Alaska	500	930	U	III-B
KGBX	Springfield, Mo.	5,000	1260	U	III-A
KGCU	Mandan, N. D.	250 (Proposed 500) 1,000—LS)	1270	U	IV III-B
KGCX	Wolf Point, Mont.	1,000	1480	U	III-A
KGDE	Fergus Falls, Minn.	100 250—LS	1230	U	IV
KGDM	Stockton, Cal.	1,000	1130	D	II
KGEK	Sterling, Col.	100	1230	SH	IV
KGER	Long Beach, Cal.	1,000	1390	U	III-A
KGEZ	Kalispell, Mont.	100 CP-1,000	1340 †1460	U U	IV III-B
KGFF	Shawnee, Okla.	250	1450	U	IV

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
KGFI	Brownsville, Tex.	100 250—LS	1490	U	IV
KGFJ	Los Angeles, Cal.	100	1230	U	IV
KGFL	Roswell, N. M.	100	1400	U	IV
KGFW	Kearney, Neb.	250	1340	U	IV
KGFX	Pierre, S. D.	200	630	SHD	IV
KGGF	Coffeyville, Kan.	500 1,000—LS	690	U	II
KGGM	Albuquerque, N. M.	1,000	1260	U	III-A
KGHF	Pueblo, Col.	500	1350	U	III-B
KGHI	Little Rock, Ark.	250	1230	U	IV
KGHL	Billings, Mont.	1,000 5,000—LS CP-5,000—U	790	U	III-A
KGIR	Butte, Mont.	5,000	1370	U	III-A
KGIW	Alamosa, Col.	100	1450	SH-KIDW	IV
KGKB	Tyler, Tex.	250	1490	U	IV
KGKL	San Angelo, Tex.	250	1400	U	IV
KGKO	Fort Worth, Tex.	1,000 5,000—LS CP-5,000—U	570	U	III-A
KGKY	Scottsbluff, Neb.	250	1490	U	IV
KGLO	Mason City, Ia.	250 CP-1,000	†1300	U	III-B
KGLU	Safford, Ariz.	250	1450	U	IV
KGMB	Honolulu, T. H.	5,000	590	U	III-A
KGNC	Amarillo, Tex.	1,000 2,500—LS CP-5,000—LS	1440	U	III-A
KGNF	North Platte, Neb.	1,000	1460	D	III
KGNO	Dodge City, Kan.	250 1,000—LS	1370	U	III-B
KGO	San Francisco, Cal.	7,500 (Proposed 10,000)	810	U	I-B
KGU	Honolulu, T. H.	2,500	760	L-WJR	II
KGVO	Missoula, Mont.	1,000 5,000—LS	1290	U	III-A
KGW	Portland, Ore.	1,000 5,000—LS CP-5,000—U	620	U	III-A
KGY	Olympia, Wash.	100	1240	U-except when KTW operating	IV
KHAS	Hastings, Neb.	250	1230	U	IV
KHBC	Hilo, T. H.	250	1230	U	IV
KHBG	Okmulgee, Okla.	250	1240	U	IV
KHJ	Los Angeles, Cal.	1,000 5,000—LS CP-5,000—U	930	U	III-A
*KHMO	Hannibal, Mo.	250	1340	U	IV
*KHON	Honolulu, T. H.	250	1340	U	IV
KHQ	Spokane, Wash.	5,000	590	U	III-A
KHSL	Chico, Cal.	500 1,000—LS	1290	U	III-B
KHUB	Watsonville, Cal.	250	1340	U	IV
KICA	Clovis, N. M.	100	1400	U	IV
KID	Idaho Falls, Ida.	500 5,000—LS	1350	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	1380	U	III-A
KIDW	Lamar, Col.	100	1450	SH-KGIW	IV
KIEM	Eureka, Cal.	500 1,000—LS	1480	U	III-B
KIEV	Glendale, Cal.	250	870	D	II
KINY	Juneau, Alaska	1,000	1460	U	III-A
KIRO	Seattle, Wash.	1,000 CP-50,000	710	U	I-B
KIT	Yakima, Wash.	1,000	1280	U	III-A
KITE	Kansas City, Mo.	1,000	1590	U	III-A
KIUL	Garden City, Kan.	100	1240	U	IV
KIUN	Pecos, Tex.	100	1400	U	IV
KIUP	Durango, Col.	250	1400	U	IV
KJBS	San Francisco, Cal.	500	1100	L-WTAM	II
KJR	Seattle, Wash.	5,000 (Proposed 10,000)	1000	U	I-B
KLBM	LaGrande, Ore.	250	1450	U	IV
KLCN	Blytheville, Ark.	100	1320	D	IV
KLO	Ogden, Utah	5,000	1430	U	III-A
KLPM	Minot, N. D.	1,000	1390	U	III-A
KLRA	Little Rock, Ark.	5,000	1420	U	III-A
KLS	Oakland, Cal.	250 CP-1,000	1310	U	III-A
KLUF	Galveston, Tex.	250	1400	U	IV
KLX	Oakland, Cal.	1,000	910	U	III-A
KLZ	Denver, Col.	5,000	560	U	III-A
KMA	Shenandoah, Ia.	1,000 5,000—LS	960	U	III-A
KMAC	San Antonio, Tex.	250	1400	S-KONO	IV
KMBC	Kansas City, Mo.	5,000	980	U	III-A
KMED	Medford, Ore.	1,000	1440	U	III-A
KMJ	Fresno, Cal.	5,000	580	U	III-A
KMLB	Monroe, La.	250	1230	U	IV
KMMJ	Grand Island, Neb.	1,000	750	L-WSB	II
KMO	Tacoma, Wash.	1,000 CP-5,000	1360	U	III-A
KMOX	St. Louis, Mo.	50,000	1120	U	I-A
KMPC	Beverly Hills, Cal.	1,000 5,000—LS CP-5,000—U	710	U	II
KMTR	Los Angeles, Cal.	1,000	570	U	III-A
KMYC	Marysville, Cal.	100	1450	U	IV
*KMYR	Denver, Col.	100 250—LS	1340	U	IV
KNEL	Brady, Tex.	100 250—LS	1490	U	IV
KNET	Palestine, Tex.	100	1450	D	IV
KNOW	Austin, Tex.	250	1490	U	IV
KNX	Los Angeles, Cal.	50,000	1070	U	I-B
KOA	Denver, Col.	50,000	850	U	I-A
KOAC	Corvallis, Ore.	1,000 CP-5,000—LS	550	U	III-A
KOAM	Pittsburg, Kan.	1,000	810	D	II
KOB	Albuquerque, N. M.	10,000 CP-50,000	1030	U	II
KOBH	Rapid City, S. D.	250	1400	U	IV
KOCA	Kilgore, Tex.	250	1240	U	IV
KOCY	Oklahoma City, Okla.	250	1340	U	IV
KODL	The Dalles, Ore.	100 250—LS	1230	U	IV
KOH	Reno, Nev.	1,000	630	U	III-A
KOIL	Omaha, Neb.	1,000 5,000—LS CP-5,000—U	1290	U	III-A
KOIN	Portland, Ore.	5,000	970	U	III-A
KOKO	La Junta, Col.	100	1400	U	IV
KOL	Seattle, Wash.	1,000 5,000—LS	1300	U	III-A
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	1520	U	II I-B
KOME	Tusla, Okla.	250	1340	U	IV
KOMO	Seattle, Wash.	1,000 5,000—LS CP-5,000—U	950	U	III-A
*KONB	Omaha, Neb.	250	1490	U	IV
KONO	San Antonio, Tex.	250	1400	S-KMAC	IV
KOOS	Marshfield, Ore.	250	1230	U	IV
KORE	Eugene, Ore.	250	1450	U	IV
KORN	Fremont, Neb.	250	1400	U	IV
KOTN	Pine Bluff, Ark.	250	1490	U	IV
KOVC	Valley City, N. D.	250	1490	U	IV
KOVO	Provo, Utah	250	1240	U	IV
KOWH	Omaha, Neb.	500	660	D	II
KOY	Phoenix, Ariz.	1,000	550	U	III-A
KPAB	Laredo, Tex.	250	1490	U	IV
KPAC	Port Arthur, Tex.	500	1250	U	III-B
KPDN	Pampa, Tex.	100	1340	U	IV
KPFA	Helena, Mont.	250	1240	U	IV
KPHO	Phoenix, Ariz.	250	1230	U	IV
KPLC	Lake Charles, La.	250	1490	U	IV
KPLT	Paris, Tex.	250	1490	U	IV
KPMC	Bakersfield, Cal.	1,000	1600	U	III-A
KPO	San Francisco, Cal.	50,000	680	U	I-B
KPOF	Denver, Col.	1,000	910	S-KFKA	III-A
*KPOW	Powell, Wyo.	250	1230	U	IV
KPPC	Pasadena, Cal.	100	1240	S-KFXM	IV
KPQ	Wenatchee, Wash.	250	1490	U	IV
KPRC	Houston, Tex.	1,000 5,000—LS CP-5,000—U	950	U	III-A
KQV	Pittsburgh, Pa.	1,000	1410	U	III-B
KQW	San Jose, Cal.	1,000 5,000—LS (Proposed 5,000—U)	740	U	II
KRBA	Lufkin, Tex.	250	1340	D	IV
KRBC	Abilene, Tex.	250	1450	U	IV
KRBM	Bozeman, Mont.	250	1450	U	IV
KRE	Berkeley, Cal.	250	1400	U	IV
KRGV	Weslaco, Tex.	1,000	1290	U	III-A
KRIC	Beaumont, Tex.	250	1450	U	IV
KRIS	Corpus Christi, Tex.	500 CP-1,000	1360	U	III-A
*KRJF	Miles City, Mont.	250	1340	U	IV
KRKD	Los Angeles, Cal.	1,000 2,500—LS	1150	S-KFSG	III-A
KRKO	Everett, Wash.	50 CP-100 CP-250—LS	1400	S-KEVR	IV
KRLC	Lewiston, Ida.	250	1400	U	IV
KRLD	Dallas, Tex.	50,000	1080	U	I-B
KRLH	Midland, Tex.	100 CP-250	1450	U	IV
KRMC	Jamestown, N. D.	250	1400	U	IV

"GUESS IT'S TIME TO CHANGE FREQUENCIES!"

● Now that we're shucking off our old 1000 K. C. frequency, and going to our brand new 1040, we think you'll be interested in a progress report on your favorite Midwestern station.

First—WHO, as you would judge, of course, has been designated as a Class 1 outlet with 50,000 watts—will be the *only* U. S. station operating on 1040 K. C., day or night.

Second — Under Paul A. Loyet, the world-known WHO engineering staff will of course preserve our long record of leadership in radio transmission, with continuing research on synchronization, facsimile, polyphase and recording technique and equipment.

Third — As in the past, WHO's 50,000-watt voice will continue to serve a wide area in the Middle West—our "Iowa *Plus*".

In other words—we're changing frequencies, but nothing else. To millions of WHO friends, that's the best news ever!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
KRMD.....	Shreveport, La.	250	1340	U	IV
KRNR.....	Roseburg, Ore.	100 250—LS	1490	U	IV
KRNT.....	Des Moines, Ia.	1,000 5,000—LS CP-5,000—U	1350	U	III-A
KROC.....	Rochester, Minn.	250	1340	U	IV
KROD.....	El Paso, Tex.	500 1,000—LS	600	U	III-B
KROW.....	Oakland, Cal.	1,000	960	U	III-A
KROY.....	Sacramento, Cal.	100	1240	U	IV
KRRV.....	Sherman, Tex.	1,000	910	U	III-B
KRSC.....	Seattle, Wash.	1,000	1150	U	III-A
KSAC.....	Manhattan, Kan.	500 1,000—LS	580	S-WIBW	III-B
KSAL.....	Salina, Kan.	500 1,000—LS CP-1,000—U	1150	U	III-B
KSAM.....	Huntsville, Tex.	250	1490	D	
KSAN.....	San Francisco, Cal.	250	1450	U	IV
KSCJ.....	Sioux City, Ia.	1,000 5,000—LS CP-5,000—U	1360	U	III-A
KSD.....	St. Louis, Mo.	1,000 5,000—LS	550	U	III-B
KSEI.....	Pocatello, Ida.	250 1,000—LS	930	U	III-B
KSFO.....	San Francisco, Cal.	1,000 5,000—LS	560	U	III-A
KSL.....	Salt Lake City, Utah	50,000	1160	U	I-A
KSLM.....	Salem, Ore.	1,000	1390	U	III-A
KSO.....	Des Moines, Ia.	1,000 5,000—LS CP-5,000—U	1460	U	III-A
KSOO.....	Sioux Falls, S.D.	5,000	1140	L-WRVA	II
KSRO.....	Santa Rosa, Cal.	250 CP-1,000	1350	U	III-B
KSTP.....	St. Paul, Minn.	50,000	1500	U	I-B
KSUB.....	Cedar City, Utah	100	1340	U	IV
KSUN.....	Lowell, Ariz.	250	1230	U	IV
*KSWO....	Lawton, Okla.	250	1150	D	IV
KTAR.....	Phoenix, Ariz.	5,000	620	U	III-A
KTBC.....	Austin, Tex.	1,000	1150	SHD-WTAW	III
KTBS.....	Shreveport, La.	1,000	1480	U	III-B
KTEM.....	Temple, Tex.	250	1400	U	IV
KTFI.....	Twin Falls, Ida.	1,000	1270	U	III-A
KTHS.....	Hot Springs, Ark.	10,000 (Proposed 50,000)	1090	U	I-B
KTKC.....	Visalia, Cal.	1,000	920	U	III-B
KTMS.....	Santa Barbara, Cal.	1,000	1250	U	III-B
KTOH.....	Lihue, T. H.	250	1490	U	IV
KTOK.....	Oklahoma City, Okla.	250	1400	U	IV
KTRB.....	Modesto, Cal.	250	860	D	II
KTRH.....	Houston, Tex.	1,000 5,000—LS CP-5,000—U	1320	U	III-A
KTRI.....	Sioux City, Ia.	250	1450	U	IV
KTSA.....	San Antonio, Tex.	1,000 5,000—LS	550	U	III-A
KTSM.....	El Paso, Tex.	500	1380	U	III-B
KTSW.....	Emporia, Kan.	250	1400	U	IV
KTUC.....	Tucson, Ariz.	250	1400	U	IV
KTUL.....	Tulsa, Okla.	5,000	1430	U	III-A
KTW.....	Seattle, Wash.	1,000	1250	S-KWSC	III-A
KUIN.....	Grants Pass, Ore.	250	1340	U	IV
KUJ.....	Walla Walla, Wash.	100 CP-1,000	†1420	U	III-A
KUOA.....	Siloam Springs, Ark.	5,000	1290	D	III
KUSD.....	Vermillion, S. D.	500	920	S-KFNF	III-B
KUTA.....	Salt Lake City, Utah	250 CP-1,000	†570	U	III-B
KVAK.....	Atchison, Kan.	100	1450	U	IV
KVAN.....	Vancouver, Wash.	250	910	D	IV
KVCV.....	Redding, Cal.	250	1230	U	IV
KVEC.....	San Luis Obispo, Cal.	250	1230	U	IV
KVFD.....	Ft. Dodge, Ia.	250	1400	SH	IV
KVGB.....	Great Bend, Kan.	250	1400	U	IV
KVI.....	Tacoma, Wash.	5,000	570	U	III-A
KVIC.....	Victoria, Tex.	250	1340	U	IV
KVNU.....	Logan, Utah	250	1230	U	IV
KVOA.....	Tucson, Ariz.	1,000	1290	U	III-A
KVOD.....	Denver, Col.	1,000	630	U	III-A
KVOE.....	Santa Ana, Cal.	250	1490	U	IV
KVOL.....	Lafayette, La.	250	1340	U	IV
KVOO.....	Tulsa, Okla.	25,000 (Proposed 50,000)	1170	U	I-B
KVOR.....	Colorado Springs, Col.	1,000	1300	U	III-A
KVOS.....	Bellingham, Wash.	250	1230	U	IV
KVOX.....	Moorhead, Minn.	250	1340	U	IV
KVRS.....	Rock Springs, Wyo.	250	1400	U	IV
KVSF.....	Santa Fe, N. M.	100	1340	U	IV
KVSO.....	Ardmore, Okla.	100 250—LS	1240	U	IV
KVWC.....	Vernon, Tex.	250	1490	U	IV
KWAL.....	Wallace, Ida.	250	1450	U	IV
KWAT.....	Watertown, S. D.	250	1240	U	IV
KWBG.....	Hutchinson, Kan.	100	1450	U	IV
KWEW.....	Hobbs, N. M.	100	1490	U	IV
KWFC.....	Hot Springs, Ark.	250	1340	U	IV
KWFT.....	Wichita Falls, Tex.	1,000 5,000—LS	620	U	III-A
KWG.....	Stockton, Cal.	100	1230	U	IV
KWIL.....	Albany, Ore.	250	1240	U	IV
KWJB.....	Globe, Ariz.	250	1240	U	IV
KWJJ.....	Portland, Ore.	500 CP-1,000—U	1080	L-KRLD WTIC	II
KWK.....	St. Louis, Mo.	1,000 5,000—LS CP-5,000—U	1380	U	III-A
KWKH.....	Shreveport, La.	50,000	1130	U	I-B
KWLC.....	Decorah, Ia.	100 CP—250	†1240	SH	IV
KWLK.....	Longview, Wash.	250	1400	U	IV
KWLM.....	Willmar, Minn.	250	1340	U	IV
KWNO.....	Winona, Minn.	250	1230	U	IV
KWOC.....	Poplar Bluff, Mo.	250	1340	U	IV
KWOS.....	Jefferson City, Mo.	250	1340	U	IV
KWSC.....	Pullman, Wash.	5,000	1250	S-KTW	III-A
KWTO.....	Springfield, Mo.	5,000 1,000 (5 to 6 a.m.)	560	D(5 a.m. to local sunset)	III
KWYO.....	Sheridan, Wyo.	250	1400	U	IV
KXA.....	Seattle, Wash.	1,000	770	L-WJZ	II
KXL.....	Portland, Ore.	250	1450	S-KBPS	IV
KXO.....	El Centro, Cal.	100	1490	U	IV
KXOK.....	St. Louis, Mo.	5,000	630	U	III-A
KXOX.....	Sweetwater, Tex.	250	1240	U	IV
KXRO.....	Aberdeen, Wash.	250	1340	U	IV
KXYZ.....	Houston, Tex.	1,000	1470	U	III-A
KYA.....	San Francisco, Cal.	1,000 5,000—LS	1260	U	III-A
KYAN.....	Cheyenne, Wyo.	250	1400	U	IV
KYCA.....	Prescott, Ariz.	250	1490	U	IV
KYOS.....	Merced, Cal.	250	1080	D	II
KYSM.....	Mankato, Minn.	250	1230	U	IV
KYUM.....	Yuma, Ariz.	250	1240	U	IV
KYW.....	Philadelphia, Pa.	50,000	1060	U	I-B
*NEW.....	Clinton, Ia.	250	1340	U	IV

W

WAAB.....	Boston, Mass.	1,000	1440	U	III-A
WAAF.....	Chicago, Ill.	1,000	950	D	III
WAAT.....	Jersey City, N. J.	500 CP-1,000	970	U	III-B
WABC.....	New York, N. Y.	50,000	880	U	I-A
WABI.....	Bangor, Me.	250 CP-5,000	1230 †910	U	III-A
WABY.....	Albany, N. Y.	250	1400	U	IV
WACO.....	Waco, Tex.	250	1450	U	IV
WADC.....	Akron, O.	5,000	1350	U	III-A
WAGA.....	Atlanta, Ga.	500 1,000—LS	1480	U	III-B
*WAGE....	Salina, N. Y.	1,000	620	U	III-B
WAGF.....	Dothan, Ala.	250	1400	U	IV
WAGM.....	Presque Isle, Me.	100	1450	SH	IV
WAIM.....	Anderson, S. C.	100 CP-250	1230	U	IV
WAIR.....	Winston-Salem, N. C.	250	†1340	U	IV
WAJR.....	Morgantown, W. Va.	250	1230	U	IV
WAKR.....	Akron, O.	1,000	1590	U	III-A
WALA.....	Mobile, Ala.	500 1,000—LS CP-5,000—U	1410	U	III-A
*WALB.....	Albany, Ga.	1,000	1590	U	III-A
WAML.....	Laurel, Miss.	250	1340	U	IV
WAOV.....	Vincennes, Ind.	100	1450	U	IV
WAPI.....	Birmingham, Ala.	5,000 (Proposed 50,000)	1170 (Proposed 1070)	U	II
WAPO.....	Chattanooga, Tenn.	250 CP-1,000 CP-5,000—LS	†1150	U	III-B
WARD.....	Brooklyn, N. Y.	500	1430	S-WBBC, WLTH, WVFW	III-B
WARM.....	Scranton, Pa.	250	1400	U	IV
WASH.....	Grand Rapids, Mich.	500 (Proposed 5,000)	1300	S-WOOD	III-B III-A
WATL.....	Atlanta, Ga.	250	1400	U	IV
WATN.....	Watertown, N. Y.	250	1240	U	IV
WATR.....	Waterbury, Conn.	250	1320	U	IV
WATW.....	Ashland, Wis.	100	1400	U	IV

TWO BIG EVENTS
FOR MAY 1941:

ST. LOUIS: THE NAB CONVENTION

BALTIMORE: THE OPENING OF . . .

The new

WBAL

FULL TIME and 50,000 WATTS

One of America's Great Radio Stations

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WAVE	Louisville, Ky.	5,000	970	U	III-A
WAWZ	Zarephath, N. J.	1,000	1380	S-WBNX	III-A
WAYX	Waycross, Ga	250	1230	U	IV
WAZL	Hazleton, Pa.	250	1450	U	IV
WBAA	West Lafayette, Ind	500 1,000—LS CP-1,000—N CP-5,000—LS	920	SH CP-U	III-B
WBAB	Atlantic City, N. J.	250	1490	U	IV
WBAL	Baltimore, Md.	10,000 CP-50,000	1090	U	I-B
WBAP	Fort Worth, Tex.	50,000	820	S-WFAA	I-A
WBAX	Wilkes-Barre, Pa.	100	1240	U	IV
WBBC	Brooklyn, N. Y.	500	1430	S-WARD, WLTH, WVFW	III-B
WBBL	Richmond, Va.	100	1240	SH	IV
WBBM	Chicago, Ill.	50,000	780	U	I-A
WBBR	Brooklyn, N. Y.	1,000	1330	S-WEVD, WHAZ	III-A
WBBZ	Ponca City, Okla	250	1230	U	IV
WBCM	Bay City, Mich.	500 1,000—LS	1440	U	III-B
WBEN	Buffalo, N. Y.	1,000 5,000—LS CP-5,000—U	930	U	III-A
WBHP	Huntsville, Ala.	250	1230	U	IV
WBIG	Greensboro, N. C.	1,000 5,000—LS CP-5,000—U	1470	U	III-A
*WBIR	Knoxville, Tenn.	250	1240	U	IV
WBLJ	Dalton, Ga.	250	1230	U	IV
WBLK	Clarksburg, W. Va.	250	1400	U	IV
WBML	Macon, Ga.	250	1240	U	IV
WBNS	Columbus, O.	1,000 5,000—LS	1460	U	III-B
WBNX	New York, N. Y.	5,000	1380	S-WAWZ	III-A
WBNY	Buffalo, N. Y.	250	1400	S-WSVS	IV
WBOC	Salisbury, Md.	250	1230	U	IV
WBOW	Terre Haute, Ind.	250	1230	U	IV
WBRB	Red Bank, N. J.	100	1240	S-WGBB	IV
WBRC	Birmingham, Ala.	1,000 5,000—LS CP-5,000—U	960	U	III-A
WBRE	Wilkes-Barre, Pa.	250	1340	U	IV
WBRK	Pittsfield, Mass.	250	1340	U	IV
WBRW	Welch, W. Va.	250	1340	U	IV
WBRY	Waterbury, Conn.	1,000 CP-5,000	1590	U	III-A
WBT	Charlotte, N. C.	50,000	1110	U	I-B
*WBTA	Batavia, N. Y.	250	1490	U	IV
WBTH	Williamson, W. Va.	250	1400	U	IV
WBTM	Danville, Va.	100 250—LS	1400	U	IV
WBZ	Boston, Mass.	50,000	1030	U-Synchronized with WBZA	I-B
WBZA	Springfield, Mass.	1,000	1030	U-Synchronized with WBZ	II
WCAD	Canton, N. Y.	500	1250	SHD	III
WCAE	Pittsburgh, Pa.	5,000	1250	U	III-A
WCAL	Northfield, Minn.	5,000	770	S-WLB (1/3 daytime)	II
WCAM	Camden, N. J.	500	1310	S-WCAP, WTNJ	III-B
WCAO	Baltimore, Md.	500 1,000—LS	600	U	III-B
WCAP	Asbury Park, N. J.	500	1310	S-WCAM, WTNJ	III-B
WCAR	Pontiac, Mich.	1,000	1130	D	II
WCAT	Rapid City, S. D.	100	1230	SHD	IV
WCAU	Philadelphia, Pa.	50,000	1210	U	I-A
WCAX	Burlington, Vt.	250	1230	U	IV
WCAZ	Carthage, Ill.	100	1080	D	II
WCBA	Allentown, Pa.	500	1470	S-WSAN	III-B
WCBD	Chicago, Ill.	5,000	1110	L-WBT, S-WMBI	II
WCBI	Columbus, Miss.	250	1400	U	IV
WCBM	Baltimore, Md.	250	1400	U	IV
WCBS	Springfield, Ill.	250	1450	U	IV
WCBT	Roanoke Rapids, N. C.	250	1230	U	IV
WCCO	Minneapolis, Minn.	50,000	830	U	I-A
*WCED	DuBois, Pa.	250	1230	U	IV
WCFL	Chicago, Ill.	5,000 CP-10,000	1000	U	I-B
WCHS	Charleston, W. Va.	5,000	580	U	III-A
WCHV	Charlottesville, Va.	250	1450	U	IV
WCKY	Cincinnati, O.	50,000	1530	U	I-B
WCLE	Cleveland, O.	500	610	D	III
WCLO	Janesville, Wis.	250	1230	U	IV
WCLS	Joliet, Ill.	100 CP-250	1340	U	IV
WCMI	Ashland, Ky.	250	1340	U	IV
WCNC	Elizabeth City, N. C.	250	1400	U	IV
WCNW	Brooklyn, N. Y.	250 (Proposed 500)	1600	S-WWRL	IV III-B
WCOA	Pensacola, Fla.	500 1,000—LS	1370	U	III-B
WCOC	Meridian, Miss.	1,000	910	U	III-A
WCOL	Columbus, O.	250	1230	U	IV
WCOP	Boston, Mass.	500	1150	D CP-U	III-B
WCOS	Columbia, S. C.	250	1400	U	IV
WCOU	Lewiston, Me.	250	1240	U	IV
WCOV	Montgomery, Ala.	100 CP-250	1240	U	IV
WCPO	Cincinnati, O.	250	1230	U	IV
WCRW	Chicago, Ill.	100	1240	SH-WEDC, WSBC	IV
WCSC	Charleston, S. C.	500 1,000—LS (Proposed 1,000)	1390	U	III-B III-A
WCSH	Portland, Me.	1,000 2,500—LS CP-5,000—U	970	U	III-A
WDAE	Tampa, Fla.	5,000	1250	U	III-A
WDAF	Kansas City, Mo.	5,000	610	U	III-A
WDAK	West Point, Ga.	250	1340	U	IV
WDAN	Danville, Ill.	250	1490	U	IV
WDAS	Philadelphia, Pa.	250	1400	U	IV
WDAY	Fargo, N. D.	5,000	970	U	III-A
*WDBC	Escanaba, Mich.	250	1490	U	IV
WDBJ	Roanoke, Va.	1,000 5,000—LS CP-5,000—U	960	U	III-A
WDBO	Orlando, Fla.	5,000	580	U	III-A
WDEF	Chattanooga, Tenn.	250	1400	U	IV
WDEL	Wilmington, Del.	250 1,000—LS CP-5,000—U	1150	U	III-A
WDEV	Waterbury, Vt.	1,000	550	D	III
WDGY	Minneapolis, Minn.	1,000 5,000—LS	1130	SH (Proposed U)	II
WDLP	Panama City, Fla.	100 250—LS	1230	U	IV
WDMJ	Marquette, Mich.	250	1340	U	IV
WDNC	Durham, N. C.	250	1490	U	IV
WDOD	Chattanooga, Tenn.	1,000 5,000—LS CP-5,000—U	1310	U	III-A
WDRC	Hartford, Conn.	5,000	1360	U	III-A
WDSM	Superior, Wis.	100	1230	U	IV
WDSU	New Orleans, La.	1,000 CP-5,000	1280	U	III-A
WDWS	Champaign, Ill.	250	1400	U	IV
WDZ	Tuscola, Ill.	1,000	1050	D	II
WEAF	New York, N. Y.	50,000	660	U	I-A
WEAN	Providence, R. I.	1,000 5,000—LS CP-5,000—U	790	U	III-A
WEAU	Eau Claire, Wis.	1,000 5,000—LS	1070	L-KFBI	II
WEBC	Duluth, Minn.	1,000 5,000—LS CP-5,000—U	1320	U	III-A
WEBQ	Harrisburg, Ill.	250	1240	U	IV
WEBR	Buffalo, N. Y.	250	1340	U	IV
WEDC	Chicago, Ill.	250	1240	SH-WCRW, WSBC	IV
WEED	Rocky Mount, N. C.	250	1450	U	IV
WEEI	Boston, Mass.	5,000	590	U	III-A
WEEU	Reading, Pa.	1,000	850	D	II
WELI	New Haven, Conn.	250 500—LS CP-500—N CP-1,000—LS	960	U	III-B
WELL	Battle Creek, Mich.	250	1400	U	IV
WEMP	Milwaukee, Wis.	250	1340	U	IV
WENR	Chicago, Ill.	50,000	890	S-WLS	I-A
WENY	Elmira, N. Y.	250	1230	U	IV
WEOA	Evansville, Ind.	250	1400	U	IV
*WERC	Erie, Pa.	100 250—LS	1490	U	IV
WEST	Easton, Pa.	250	1400	U	IV
WESX	Salem, Mass.	100	1230	U	IV
WEVD	New York, N. Y.	1,000 CP-5,000	1330	S-WHBR, WHAZ	III-A
WEW	St. Louis, Mo.	1,000	770	D	II
WEXL	Royal Oak, Mich.	50 CP-250	1340	U	IV
WFAA	Dallas, Tex.	50,000	820	S-WBAP	I-A
WFAM	South Bend, Ind.	100	1230	SH	IV

LINGO FOR

FM

TURNSTILE

(PATENTED DESIGN)

ANTENNA

—Already Proven By Experience to Assure You of Complete Satisfaction and the Utmost in Efficiency!

IMPORTANT NEW FEATURES:

- Radiates horizontal polarized signal with substantially uniform circular field pattern.
- Custom built, factory adjusted to operating frequency. No field adjustments necessary.
- Improved design greatly simplifies method of feeding and coupling.
- Turnstile elements fed by coaxial lines. No open turnstile wires used.
- Lighting equipment, climbing steps installed without interfering with operation of turnstile.
- Heating elements may be used in turnstile arms for sleet melting where necessary.
- Available with 2, 4, 6, 8 and 10 layers of turnstile elements, depending upon desired gain.

Improved in design—completely developed—the Lingo FM Antenna comes to you as a "finished product" offering distinct improvements over all previous designs. Lingo has a definite, important place in your FM plans and offers you antenna performance and efficiency based on EXPERIENCE and not *experiment!*

Write today for technical facts and price quotation. Please indicate your proposed frequency, power and location. Quotations will be gladly submitted for individual applications only and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment and sleet melting units available as optional equipment. Erection on your supporting tower or building roof can also be included.

JOHN E. LINGO & SON, Inc. **LINGO VERTICAL TUBULAR STEEL RADIATORS** **Dept. B-31 CAMDEN, N. J.**

LINGO FOR

AM

VERTICAL

TUBULAR STEEL

RADIATOR

Double Duty for Your Dollars:

- **REDUCES MAINTENANCE COSTS**
- **INCREASES STATION PERFORMANCE**

PARTIAL LIST OF INSTALLATIONS:

WTAR	Norfolk	WFPG	Altoona
WIBW	Topeka	WMOG	Brunswick
WCSH	Portland	WOLF	Syracuse
WBOC	Salisbury	WGKV	Charleston
WWSW	Pittsburgh	WAOV	Vincennes
KTSW	Emporia	WSLS	Roanoke
WSAV	Savannah	WAJR	Morgantown
WFBG	Atlantic City	WIBM	Jackson
WBTH	Williamson	WLLH	Lawrence
WCOU	Lewiston	CFAC	Calgary, Alb.
WPID	Petersburg	CJKL	Kirkland Lake Ont.
WRJN	Racine	CKGB	Timmins, Ont.

BROADCASTERS: If overhead costs are as important with you as performance is with your engineers—then *all* will enjoy the satisfaction of a Lingo Tubular Steel Radiator. Facts *prove* that you can expect *highest efficiency* and *pay less for maintenance*. The moderate initial cost and low upkeep cost, plus assured *peak performance* combine to give you more profits through better coverage.

Yes, we want to tell YOU our important story. Our engineering staff will be pleased to provide you with technical details as they apply in your own particular case—without obligation, of course. In writing please give location, power and frequency of station.

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WFAS.....	White Plains, N. Y.	250	1240	S-WGBB	IV
WFBC.....	Greenville, S. C.	1,000 5,000—LS CP-5,000—U	1330	U	III-A
WFBG.....	Altoona, Pa.	250	1340	U	IV
WFBL.....	Syracuse, N. Y.	5,000	1390	U	III-A
WFBM.....	Indianapolis, Ind.	1,000 5,000—LS CP-5,000—U	1260	U	III-A
WFBR.....	Baltimore, Md.	1,000 5,000—LS (Proposed 5,000)	1300	U	III-A
*WFCI.....	Pawtucket, R. I.	1,000	1420	U	III-B
WFDF.....	Flint, Mich.	100 CP-1,000	†910	U	III-B
WFEA.....	Manchester, N. H.	500 1,000—LS CP-5,000—U	1370	U	III-A
WFHR.....	Wisconsin Rapids, Wis.	100 250—LS	1340	U	IV
WFIG.....	Sumter, S. C.	100 250—LS	1340	U	IV
WFIL.....	Philadelphia, Pa.	1,000	560	U	III-A
WFLA.....	Tampa, Fla.	1,000 5,000—LS	970	U	III-B
WFMD.....	Frederick, Md.	500	930	U	III-B
WFMJ.....	Youngstown, O.	250	1450	U	IV
WFNC.....	Fayetteville, N. C.	250	1370	D	IV
WFOR.....	Hattiesburg, Miss.	100 CP-250	1400	U	IV
WFOY.....	St. Augustine, Fla.	250	1240	U	IV
WFPG.....	Atlantic City, N. J.	250	1450	U	IV
WFTC.....	Kinston, N. C.	250	1230	U	IV
WFTL.....	Ft. Lauderdale, Fla.	250	1400	U	IV
WFTM.....	Fort Myers, Fla.	250	1240	U	IV
WFVA.....	Fredericksburg, Va.	250	1290	D	IV
WGAC.....	Augusta, Ga.	250	1240	U	IV
WGAL.....	Lancaster, Pa.	250	1490	U	IV
WGAN.....	Portland, Me.	5,000	560	U	III-A
WGAR.....	Cleveland, O.	1,000 5,000—LS	1480	U	III-B
WGAU.....	Athens, Ga.	250	1340	U	IV
WGBB.....	Freeport, N. Y.	100	1240	S-WBRB, WFAS	IV
WGBF.....	Evansville, Ind.	1,000 5,000—LS	1280	U	III-B
WGBI.....	Scranton, Pa.	500 1,000—LS	910	S-WQAN	III-B
WGBR.....	Goldsboro, N. C.	250	1400	U	IV
WGCM.....	Gulfport, Miss.	250	1240	U	IV
WGES.....	Chicago, Ill.	500 (Sunday) 1,000—LS CP-5,000—U	1390	SH CP-U	III-A
*WGGA....	Gainesville, Ga.	250	1240	U	IV
WGH.....	Newport News, Va.	250	1340	U	IV
WGIL.....	Galesburg, Ill.	250	1400	U	IV
WGKV.....	Charleston, W. Va.	100	1490	U	IV
WGL.....	Ft. Wayne, Ind.	250	1450	U	IV
WGN.....	Chicago, Ill.	50,000	720	U	I-A
WGNC.....	Gastonia, N. C.	250	1450	U	IV
WGNY.....	Newburgh, N. Y.	250	1250	D	IV
WGOV.....	Valdosta, Ga.	250	1450	U	IV
WGPC.....	Albany, Ga.	250	1450	U	IV
WGR.....	Buffalo, N. Y.	1,000 5,000—LS	550	U	III-B
WGRB.....	Grands Rapids, Mich.	250	1230	U	IV
WGRC.....	New Albany, Ind.	250	1400	U	IV
WGRM.....	Greenwood, Miss.	250	1240	U	IV
WGST.....	Atlanta, Ga.	1,000 5,000—LS	920	U	III-A
WGTC.....	Greenville, N. C.	250	1490	U	IV
WGTM.....	Wilson, N. C.	250	1340	U	IV
WGY.....	Schenectady, N. Y.	50,000	810	U	I-B
WHA.....	Madison, Wis.	5,000	970	D	III
WHAI.....	Greenfield, Mass.	250	1240	U	IV
*WHAL.....	Saginaw, Mich.	500	980	D	III
WHAM.....	Rochester, N. Y.	50,000	1180	U	I-A
WHAS.....	Louisville, Ky.	50,000	840	U	I-A
WHAT.....	Philadelphia, Pa.	100	1340	S-WTEL	IV
WHAZ.....	Troy, N. Y.	1,000	1330	S-WBBR WEVD	III-A
WHB.....	Kansas City, Mo.	1,000	880	D	II
WHBB.....	Selma, Ala.	100	1490	U	IV
WHBC.....	Canton, O.	250	1230	U	IV
WHBF.....	Rock Island, Ill.	1,000 CP-5,000—U	1270	U	III-A
WHBI.....	Newark, N. J.	1,000 2,500—LS	1280	S-WNEW	III-A
WHBL.....	Sheboygan, Wis.	250 1,000—LS	1330	U	III-B
WHBQ.....	Memphis, Tenn.	100	1400	U	IV
WHBU.....	Anderson, Ind.	250	1240	U	IV
WHBY.....	Appleton, Wis.	250	1230	U	IV
WHCU.....	Ithaca, N. Y.	1,000	870	L-WWL	II
WHDF.....	Calumet, Mich.	250	1400	U	IV
WHDH.....	Boston, Mass.	1,000	850	L-KOA	II
WHDL.....	Olean, N. Y.	250	1450	U	IV
WHEB.....	Portsmouth, N. H.	1,000	750	L-WSB	II
WHEC.....	Rochester, N. Y.	500 1,000—LS	1460	U	III-B
WHFC.....	Cicero, Ill.	250	1450	U	IV
WHIO.....	Dayton, O.	1,000 5,000—LS CP-5,000—U	1290	U	III-A
WHIP.....	Hammond, Ind.	5,000	1520	6:00 a.m. to LS at Buffalo, N. Y.	II
WHIS.....	Bluefield, W. Va.	500 1,000—LS	1440	U	III-B
WHIZ.....	Zanesville, O.	250	1240	U	IV
WHJB.....	Greensburg, Pa.	250	620	D	IV
WHK.....	Cleveland, O.	5,000	1420	U	III-A
WHKC.....	Columbus, O.	500	640	L-KFI	II
WHKY.....	Hickory, N. C.	250	1400	U	IV
WHLB.....	Virginia, Minn.	250	1400	U	IV
WHLD.....	Niagara Falls, N. Y.	1,000	1290	D	III
*WHLN....	Harlan, Ky.	250	1450	U	IV
WHLS.....	Port Huron, Mich.	250	1450	U	IV
WHMA.....	Anniston, Ala.	250	1450	U	IV
WHN.....	New York, N. Y.	1,000 5,000—LS CP-50,000	1050	U	II
WHO.....	Des Moines, Ia.	50,000	1040	U	I-A
WHOM....	Jersey City, N. J.	500 1,000—LS	1480	U	III-B
WHOP.....	Hopkinsville, Ky.	250	1230	U	IV
WHP.....	Harrisburg, Pa.	1,000 5,000—LS	1460	U	III-B
WHUB.....	Cookeville, Tenn.	250	1400	U	IV
*WHYN....	Holyoke, Mass.	250	1400	U	IV
WIBA.....	Madison, Wis.	1,000 5,000—LS CP-5,000—U	1310	U	III-A
WIBC.....	Indianapolis, Ind.	1,000 CP-5,000—LS	1070	U	II
WIBG.....	Glenside, Pa.	1,000	990	D	II
WIBM.....	Jackson, Mich.	250	1450	U	IV
WIBU.....	Poynette, Wis.	250	1240	U	IV
WIBW.....	Topeka, Kan.	1,000 5,000—LS CP-5,000—U	580	S-KSAC	III-A
WIBX.....	Utica, N. Y.	250	1230	U	IV
WICA.....	Ashtabula, O.	1,000	970	D	III
WICC.....	Bridgeport, Conn.	500 1,000—LS	600	U	III-B
WIGM.....	Medford, Wis.	100	1490	U	IV
WIL.....	St. Louis, Mo.	250	1230	U	IV
WILL.....	Urbana, Ill.	5,000	580	D	III
WILM.....	Wilmington, Del.	250	1450	U	IV
*WINC.....	Winchester, Va.	250	1400	U	IV
WIND.....	Gary, Ind.	1,000 5,000—LS CP-5,000—U	560	U	III-A
WING.....	Dayton, O.	5,000	1410	U	III-A
WINN.....	Louisville, Ky.	100 250—LS	1240	U	IV
WINS.....	New York, N. Y.	1,000 CP-50,000	1000	L-WCFL CP-U	II
WINX.....	Washington, D. C.	250	1340	U	IV
WIOD.....	Miami, Fla.	1,000 CP-5,000	610	U	III-A
WIP.....	Philadelphia, Pa.	5,000	610	U	III-A
WIRE.....	Indianapolis, Ind.	5,000	1430	U	III-A
WIS.....	Columbia, S. C.	1,000 5,000—LS CP-5,000—U	560	U	III-A
WISE.....	Asheville, N. C.	250	1400	U	IV
*WISH.....	Indianapolis, Ind.	1,000 5,000—LS	1310	U	III-B
WISN.....	Milwaukee, Wis.	250 1,000—LS CP-5,000	1150	U	III-A
WITH.....	Baltimore, Md.	250	1230	U	IV
WIZE.....	Springfield, O.	100	1340	U	IV
WJAC.....	Johnstown, Pa.	250	1400	U	IV
WJAG.....	Norfolk, Neb.	1,000 (Proposed 780)	1090	L-WBAL KTHS	II
WJAR.....	Providence, R. I.	1,000 5,000—LS CP-5,000—U	920	U	III-A
WJAS.....	Pittsburgh, Pa.	1,000 5,000—LS CP-5,000—U	1320	U	III-A

SUCH *Popularity* MUST BE DESERVED!

MEMBER SOUTH CENTRAL QUALITY NETWORK

KWKH—Shreveport
KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans

Night Coverage: Primary — 169,000; Secondary — 201,150; Columbia audit all areas total — 425,683 radio families.

KWKH, as a Class I-B 50,000 Watt Station Attains Maximum Coverage of One of the Nation's Richest Markets

KWKH boasts of many new friends in a greater area, as shown on the map above, which is the new CBS audit of night-time coverage. Not only lady friends, please, because there's just hundreds of thousands of soldiers all around us. A great portion of Uncle Sam's defense expenditures has been concentrated in the KWKH coverage area. And so, with this new CBS listening audit, we are more popular than ever . . . AND SUCH POPULARITY MUST BE DESERVED.

KWKH moves to 1130 on March 29, 1941

REPRESENTED BY THE BRANHAM CO.

K W K H

A Shreveport Times Station

BASE MAP copyrighted by the Columbia Broadcasting System, Inc., 1941.

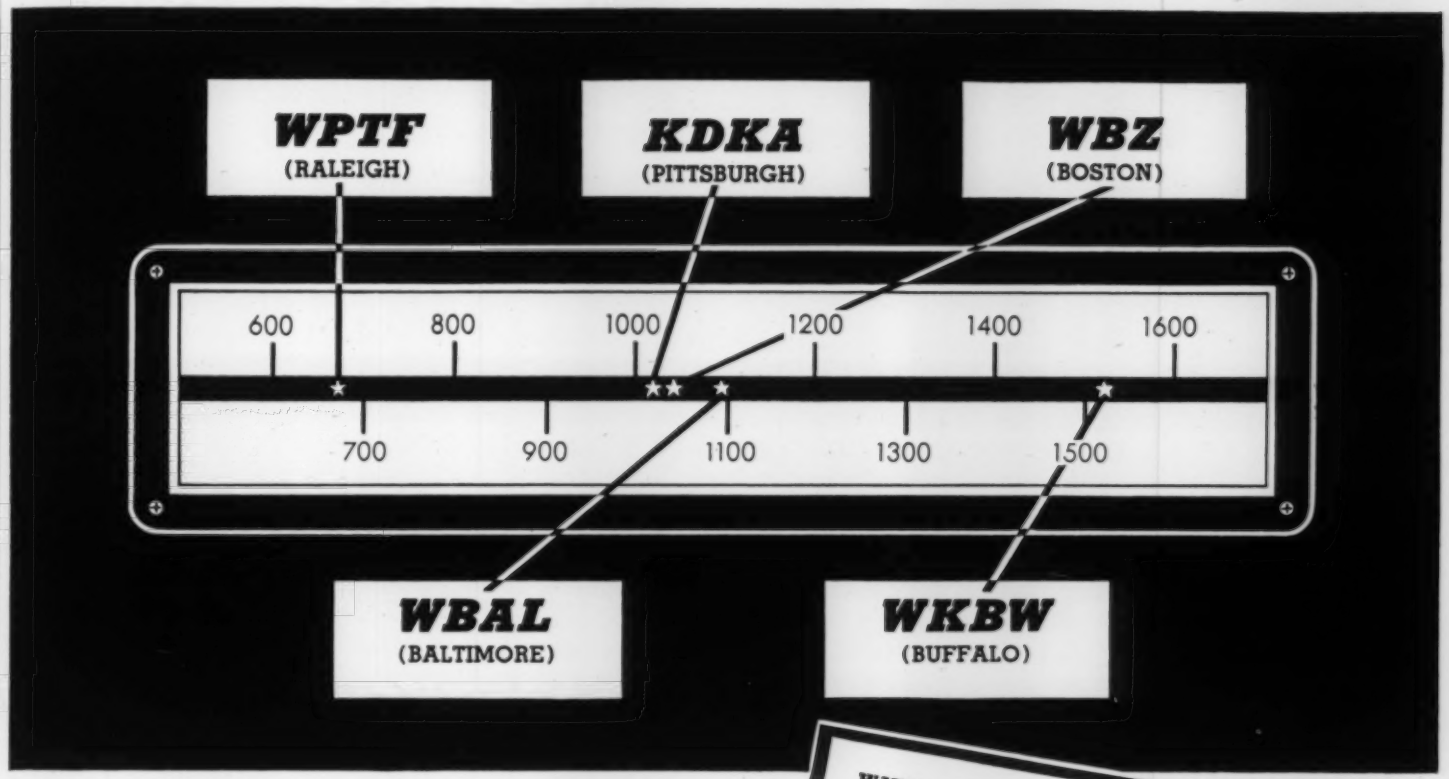
CBS
▲
50,000 Watts
▲
SHREVEPORT LOUISIANA

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WJAX.....	Jacksonville, Fla.	1,000 5,000—LS	930	U	III-A
WJBC.....	Bloomington, Ill.	250	1230	U	IV
WJBK	Detroit, Mich.	250	1490	U	IV
WJBO.....	Baton Rouge, La.	1,000 CP-5,000	1150	U	III-A
WJBW.....	New Orleans, La.	250	1230	U	IV
WJBY.....	Gadsden, Ala.	250	1240	U	IV
WJDX.....	Jackson, Miss.	1,000 5,000—LS	1300	U	III-A
WJEJ.....	Hagerstown, Md.	250	1240	U	IV
WJHL.....	Johnson City, Tenn.	1,000	910	U	III-B
WJHO.....	Opelika, Ala.	100 250—LS	1400	U	IV
WJHP.....	Jacksonville, Fla.	250	1320	U	IV
WJIM.....	Lansing, Mich.	250	1240	U	IV
WJJD.....	Chicago, Ill.	20,000	1160	L-KSL	II
WJLB.....	Detroit, Mich.	250	1400	U	IV
WJLS.....	Beckley, W. Va.	250	1240	U	IV
WJMC.....	Rice Lake, Wis.	250	1240	U	IV
WJMS.....	Ironwood, Mich.	250	1450	U	IV
WJNO.....	W. Palm Beach, Fla.	250	1230	U	IV
WJOB.....	Hammond, Ind.	100	1230	U	IV
WJPF.....	Herrin, Ill.	250	1340	U	IV
WJPR.....	Greenville, Miss.	250	1340	U	IV
WJR.....	Detroit, Mich.	50,000	760	U	I-A
WJRD.....	Tuscaloosa, Ala.	250	1230	U	IV
WJSV.....	Washington, D. C.	50,000	1500	U	I-B
WJTN.....	Jamestown, N. Y.	250	1240	U	IV
WJW.....	Akron, O.	250	1240	U	IV
WJZ.....	New York, N. Y.	50,000	770	U	I-A
*WJZM....	Clarksville, Tenn.	250	1400	U	IV
WKAQ.....	San Juan, Puerto Rico	1,000 CP-5,000	†620	U	III-A
WKAR.....	East Lansing, Mich.	5,000	870	D	II
WKAT.....	Miami Beach, Fla.	1,000	1360	U	III-B
WKBB.....	Dubuque, Ia.	250	1490	U	IV
WKBH.....	LaCrosse, Wis.	1,000 CP-5,000	1410	U	III-A
WKBN.....	Youngstown, O.	500 1,000—LS	570	SH-WOSU	III-B
WKBO.....	Harrisburg, Pa.	250	1230	U	IV
WKBV.....	Richmond, Ind.	100	1490	U	IV
WKBW.....	Buffalo, N. Y.	5,000 CP-50,000	1520	U	II I-B
WKBZ.....	Muskegon, Mich.	250	1490	U	IV
WKEU.....	Griffin, Ga.	100	1450	U	IV
WKIP.....	Poughkeepsie, N. Y.	1450	250	U	IV
*WKMO...	Kokomo, Ind.	250	1400	U	IV
WKNE.....	Keene, N. H.	5,000	1290	U	III-A
WKNY.....	Kingston, N. Y.	250	1490	U	IV
WKOK.....	Sunbury, Pa.	250	1240	U	IV
WKPA.....	New Kensington, Pa.	250	1150	D	IV
WKPT.....	Kingsport, Tenn.	250	1400	U	IV
WKRC.....	Cincinnati, O.	1,000 5,000—LS	550	U	III-B
*WKRO....	Cairo, Ill.	250	1490	U	IV
WKST.....	New Castle, Pa.	1,000	1280	D CP-U	III
*WKWK....	Wheeling, W. Va.	250	1400	U	IV
WKY.....	Oklahoma City, Okla.	1,000 5,000—LS CP-5,000—U	930	U	III-A
WKZO.....	Kalamazoo, Mich.	1,000 CP-5,000—LS	590	U	III-B
WLAC.....	Nashville, Tenn.	5,000 (Proposed 50,000)	1510	U	II I-B
WLAG.....	La Grange, Ga.	250	1240	U	IV
WLAK.....	Lakeland, Fla.	250	1340	U	IV
WLAP.....	Lexington, Ky.	250	1450	U	IV
WLAV.....	Grand Rapids, Mich.	250	1340	U	IV
WLAW.....	Lawrence, Mass.	5,000	680	U	II
WLB.....	Minneapolis, Minn.	5,000	770	S-WCAL (2/3 daytime)	II
WLBC.....	Muncie, Ind.	250	1340	U	IV
WLBJ.....	Bowling Green, Ky.	250	1340	U	IV
WLBL.....	Stevens Point, Wis.	5,000	930	D	III
WLBZ.....	Bangor, Me.	500 1,000—LS CP-5,000—U	620	U	III-A
WLEU.....	Erie, Pa.	250	1450	U	IV
WLLH.....	Lowell, Mass.	250	1400	U	IV
WLNH.....	Laconia, N. H.	250	1340	U	IV
WLOF.....	Orlando, Fla.	250	1230	U	IV
WLOG.....	Logan, W. Va.	100	1230	U	IV
WLOK.....	Lima, O.	250	1240	U	IV

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WLOL.....	Minneapolis, Minn.	1,000	1330	U	III-B
WLPM.....	Suffolk, Va.	250	1450	U	IV
WLS.....	Chicago, Ill.	50,000	890	S-WENR	I-A
WLTH.....	New York, N. Y.	500	1430	S-WARD WBBC, WVFW	III-B
WLVA.....	Lynchburg, Va.	250	1230	U	IV
WLW.....	Cincinnati, O.	50,000	700	U	I-A
WMAL.....	Washington, D. C.	5,000	630	U	III-A
WMAM....	Marinette, Wis.	250	570	D	IV
WMAN.....	Mansfield, O.	250	1400	U	IV
WMAQ.....	Chicago, Ill.	50,000	670	U	I-A
WMAS.....	Springfield, Mass.	250	1450	U	IV
*WMAW...	Worcester, Mass.	250	1230	U	IV
WMAZ.....	Macon, Ga.	250 5,000—LS (Proposed 5,000—U)	940	U	II
WMBD.....	Peoria, Ill.	1,000 5,000—LS	1470	U	III-B
WMBG.....	Richmond, Va.	5,000	1380	U	III-A
WMBH.....	Joplin, Mo.	250	1450	U	IV
WMBI.....	Chicago, Ill.	5,000	1110	L-WBT, S-WCBD	I
WMBO.....	Auburn, N. Y.	250	1340	U	IV
WMBR.....	Jacksonville, Fla.	250	1400	U	IV
WMBS.....	Uniontown, Pa.	250 CP-1,000	†590	U	III-B
WMC.....	Memphis, Tenn.	1,000 5,000—LS	790	U	III-A
WMCA.....	New York, N. Y.	1,000 5,000—LS	570	U	III-A
*WMDF....	Greenwood, S. C.	250	1450	U	IV
WMEX.....	Boston, Mass.	5,000	1510	U	II
WMFD.....	Wilmington, N. C.	250	1400	U	IV
WMFF.....	Plattsburg, N. Y.	250	1340	U	IV
WMFG.....	Hibbing, Minn.	250	1240	U	IV
WMFJ.....	Daytona Beach, Fla.	250	1450	U	IV
WMFR.....	High Point, N. C.	250	1230	U	IV
WMGA.....	Moultrie, Ga.	250	1400	U	IV
WMIN.....	St. Paul, Minn.	250	1400	U	IV
WMJM....	Cordele, Ga.	100 250—LS	1490	U	IV
WMMN....	Fairmont, W. Va.	1,000 5,000—LS CP-5,000—U	920	U	III-A
WMOB.....	Mobile, Ala.	250	1230	U	IV
WMOG....	Brunswick, Ga.	100 250—LS	1490	U	IV
WMPC.....	Lapeer, Mich.	250	1230	SH	IV
WMPS.....	Memphis, Tenn.	500 1,000—LS	1460	U	III-B
WMRC.....	Greenville, S. C	250	1490	U	IV
*WMRF....	Lewistown, Pa.	250	1490	U	IV
WMRN.....	Marion, O.	250	1490	U	IV
WMRO.....	Aurora, Ill.	250	1280	D	IV
WMSD.....	Muscle Shoals City, Ala.	250	1450	U	IV
WMSL.....	Decatur, Ala.	250	1400	U	IV
WMT.....	Cedar Rapids, Ia.	1,000 5,000—LS CP-5,000—U	600	U	III-A
*WMUR....	Manchester, N. H.	1,000 5,000—LS	610	U	III-B
*WMVA....	Martinsville, Va.	100 250—LS	1450	U	IV
WMWH...	Augusta, Ga.	250	1450	U	IV
*WNAB....	Bridgeport, Conn.	250	1450	U	IV
WNAC.....	Boston, Mass.	1,000 5,000—LS CP-5,000—U	1260	U	III-A
WNAD.....	Norman, Okla.	1,000	640	D	II
WNAX.....	Yankton, S. D.	1,000 5,000—LS CP-5,000—U	570	U	III-A
WNBC.....	New Britain, Conn.	1,000 CP-5,000—LS	1410	U	III-B
WNBF.....	Binghamton, N. Y.	250	1490	U	IV
WNBH.....	New Bedford, Mass.	250	1340	U	IV
WNBZ.....	Saranac Lake, N. Y.	100	1320	D	IV
WNEL.....	San Juan, Puerto Rico	1,000 2,500—LS CP-5,000—U	1320	U	III-A
WNEW.....	New York, N. Y.	1,000 5,000—LS CP-5,000—U	1280	S-WHBI	III-A
WNLC.....	New London, Conn.	250	1490	U	IV
WNOE.....	New Orleans, La.	250	1450	U	IV
WNOX.....	Knoxville, Tenn.	1,000 5,000—LS	990	U	II
WNYC.....	New York, N. Y.	1,000	830	L-WCCO	II

THESE STATIONS ARE NOW OPERATING OR INSTALLING

Westinghouse 50-HG Transmitters



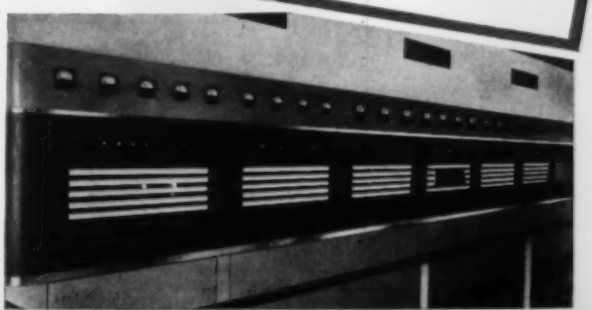
WITH THESE OPERATING ADVANTAGES: Air-cooled tubes in all stages • Extremely low operating costs • Metal rectifiers throughout, except main high-voltage rectifier • Inductive neutralization of the power amplifier • Equalized feedback • Compressed gas condensers • Complete elimination of fuses • Spare rectifier tube at operating temperature • Ease of adjustment • Unit construction throughout • Full automatic control • Relatively low plate voltages • Conservative operation of all tubes.

The Westinghouse 50-HG Broadcast Transmitter is a 50 kilowatt set built for broadcasting stations by a company that has been engaged in practical radio station operation since the industry started. The 50-HG first demonstrated its economy, reliability, and operating convenience in Pittsburgh's KDKA early in 1940. Since then four other big time radio stations have chosen 50-HG performance—WBZ, WPTF, WBAL and WKBW. Out of four stations granted 50,000-watt permits in 1940, THREE selected the Westinghouse 50-HG Transmitter.

UNDIVIDED RESPONSIBILITY — In addition to complete broadcast transmitters, Westinghouse manufactures ALL the other equipment needed for transmitting station operation. This service includes station lighting, tower lighting, antenna phasing and tuning, and all auxiliary power equipment.

Get in touch with your nearest Westinghouse office for complete information on Westinghouse COMPLETE broadcast equipment. Whatever your need, Westinghouse has the experience and apparatus to fill it exactly.

J-08035



Westinghouse

BROADCAST EQUIPMENT

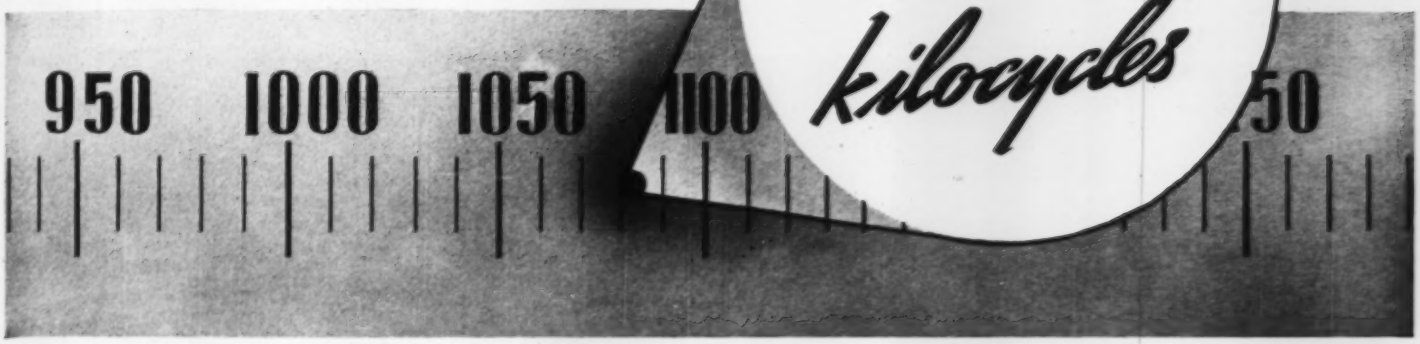
Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WOAI	San Antonio, Tex.	50,000	1200	U	I-A
WOC	Davenport, Ia.	250	1450	U	IV
WOCB	Hyannis, Mass.	250	1240	U	IV
WOI	Ames, Ia.	5,000	640	D	II
WOKO	Albany, N. Y.	500 1,000—LS	1460	U	III-B
WOL	Washington, D. C.	1,000	1260	U	III-A
WOLF	Syracuse, N. Y.	250	1490	U	IV
WOLS	Florence, S. C.	250	1230	U	IV
WOMI	Owensboro, Ky.	250	1490	U	IV
WOMT	Manitowoc, Wis.	100	1240	U	IV
WOOD	Grand Rapids, Mich.	500 (Proposed 5,000)	1300	S-WASH	III-B III-A
WOPI	Bristol, Tenn.	250	1490	U	IV
WOR	New York, N. Y.	50,000	710	U	I-B
WORC	Worcester, Mass.	500 CP-1,000	1310	U	III-B
WORD	Spartanburg, S. C.	250	1400	U	IV
WORK	York, Pa.	1,000	1350	U	III-B
WORL	Boston, Mass.	1,000	950	D	III
WOSU	Columbus, O.	1,000	570	SH-WKBN	III-A
WOV	New York, N. Y.	5,000 CP-10,000	1130	U	I-B
WOW	Omaha, Neb.	5,000	590	U	III-A
WOWO	Ft. Wayne, Ind.	10,000 (Proposed 50,000)	1190	SH (Proposed U)	I-B
WPAB	Ponce, Puerto Rico	1,000	1370	U	III-A
WPAD	Paducah, Ky.	250	1450	U	IV
WPAR	Parkersburg, W. Va.	100 CP-250	1450	U	IV
*WPAT	Paterson, N. J.	1,000	930	D	III
WPAX	Thomasville, Ga.	250	1240	U	IV
WPAY	Portsmouth, O.	100 CP-250	1400	U	IV
WPEN	Philadelphia, Pa.	1,000 CP-5,000	950	U	III-A
*WPER	Deland, Fla.	250	1340	U	IV
WPIC	Sharon, Pa.	1,000	790	D	III
WPID	Petersburg, Va.	250	1240	U-Except Sunday when WBBL operates	IV
WPRA	Mayaguez, Puerto Rico	1,000 2,500—LS	790	U	III-A
WPRO	Providence, R. I.	5,000	630	U	III-A
WPRP	Ponce, Puerto Rico	250 CP-1,000—N CP-5,000—LS	1420 †1520	U	IV II
WPTF	Raleigh, N. C.	5,000 CP-50,000	680	U	II
WQAM	Miami, Fla.	1,000	560	U	III-A
WQAN	Scranton, Pa.	500 1,000—LS	910	S-WGBI	III-B
WQBC	Vicksburg, Miss.	1,000	1390	D	III
WQXR	New York, N. Y.	5,000 (Proposed 10,000)	1560	U	II
WRAK	Williamsport, Pa.	250	1400	U	IV
WRAL	Raleigh, N. C.	250	1240	U	IV
WRAW	Reading, Pa.	250	1340	U	IV
WRBL	Columbus, Ga.	250	1230	U	IV
WRC	Washington, D. C.	1,000 5,000—LS CP-5,000—U	980	U	III-A
WRDO	Augusta, Me.	100	1400	U	IV
WRDW	Augusta, Ga.	250	1490	U	IV
WREC	Memphis, Tenn.	1,000 5,000—LS CP-5,000—U	600	U	III-A
WREN	Lawrence, Kan.	1,000 5,000—LS CP-5,000	1250	S-KFKU	III-A
WRGA	Rome, Ga.	250	1490	U	IV
WRJN	Racine, Wis.	250	1400	U	IV
*WRLC	Toccoa, Ga.	250	1450	U	IV
WRNL	Richmond, Va.	1,000	910	U	III-B
WROK	Rockford, Ill.	500 1,000—LS	1440	U	III-B
WROL	Knoxville, Tenn.	500 1,000—LS	620	U	III-B
WRR	Dallas, Tex.	500 CP-5,000	1310	U	III-A
WRUF	Gainesville, Fla.	5,000	850	L-KOA	II
WRVA	Richmond, Va.	50,000	1140	U	I-B
WSAI	Cincinnati, O.	1,000 5,000—LS CP-5,000—U	1360	U	III-A
WSAJ	Grove City, Pa.	100	1340	SH	IV
WSAM	Saginaw, Mich.	100	1230	SH	IV
WSAN	Allentown, Pa.	500	1470	S-WCBA	III-B
WSAR	Fall River, Mass.	1,000	1480	U	III-B
WSAU	Wausau, Wis.	250	1400	U	IV
WSAV	Savannah, Ga.	250	1340	U	IV
WSAY	Rochester, N. Y.	250	1240	U	IV
WSAZ	Huntington, W. Va.	250 1,000—LS CP-1,000—U	930	SH	III-B

Call Letters	Location	Power in Watts	New Frequency in Kc.	Time Designation	Class
WSB	Atlanta, Ga.	50,000	750	U	I-A
WSBC	Chicago, Ill.	250	1240	SH-WCRW, WEDC	IV
†WSBT	South Bend, Ind.	250 500—LS CP-500—U	†960	SH U	III-B
WSFA	Montgomery, Ala.	500 1,000—LS	1440	U	III-B
WSGN	Birmingham, Ala.	250 CP-1,000—U	1340 †610	U	IV III-B
WSIX	Nashville, Tenn.	250 CP-1,000—N CP-5,000—LS	1240 †980	U	IV
WSJS	Winston-Salem, N. C.	250 CP-1,000	†600	U	III-B
WSKB	McComb, Miss.	250	1230	U	IV
WSLB	Ogdensburg, N. Y.	250	1400	U	IV
WSLI	Jackson, Miss.	250	1450	U	IV
WSLS	Roanoke, Va.	250	1490	U	IV
WSM	Nashville, Tenn.	50,000	650	U	I-A
WSMB	New Orleans, La.	5,000	1350	U	III-A
WSNJ	Bridgeton, N. J.	250	1240	U	IV
WSOC	Charlotte, N. C.	100 250—LS	1240	U	IV
WSOO	Sault Ste. Marie, Mich.	100	1230	U	IV
WSOY	Decatur, Ill.	250	1340	U	IV
WSPA	Spartanburg, S. C.	1,000 CP-1,000—N CP-5,000—LS	950	D CP-U	III-B
WSPB	Sarasota, Fla.	250	1450	U	IV
WSPD	Toledo, O.	5,000	1370	U	III-A
WSPR	Springfield, Mass.	250 500—LS CP-500—U	†1270	SH CP-U	III-B
WSTP	Salisbury, N. C.	250	1490	U	IV
WSTV	Steubenville, O.	250	1340	SH-WSAJ	IV
WSUI	Iowa City, Ia.	1,000 5,000—LS	910	U	III-A
WSUN	St. Petersburg, Fla.	5,000	620	U	III-A
WSVA	Harrisonburg, Va.	500 CP-1,000	550	D	III
WSVS	Buffalo, N. Y.	50	1400	SH-D-WBNY	IV
WSYB	Rutland, Vt.	250	1490	U	IV
WSYR	Syracuse, N. Y.	1,000	570	U	III-A
WTAD	Quincy, Ill.	1,000	930	U	III-B
WTAG	Worcester, Mass.	1,000 5,000—LS CP-5,000—U	580	U	III-A
WTAL	Tallahassee, Fla.	100 250—LS	1340	U	IV
WTAM	Cleveland, O.	50,000	1100	U	I-A
WTAQ	Green Bay, Wis.	5,000	1360	U	III-A
WTAR	Norfolk, Va.	5,000	790	U	III-A
WTAW	College Station, Tex.	500 CP-1,000	1150	SH-D-KTBC	III
WTAX	Springfield, Ill.	100	1240	U	IV
WTBO	Cumberland, Md.	250	820	L-WFAA, WBAP	II
WTCM	Traverse City, Mich.	250	1400	U	IV
WTCN	Minneapolis, Minn.	1,000 5,000—LS	1280	U	III-A
WTEL	Philadelphia, Pa.	100	1340	S-WHAT	IV
WTHT	Hartford, Conn.	250	1230	U	IV
WTIC	Hartford, Conn.	50,000	1080	U	I-B
WTJS	Jackson, Tenn.	250 CP-1,000	†1390	U	III-B
WTMA	Charleston, S. C.	250 CP-1,000	†1250	U	IV
WTMC	Ocala, Fla.	100	1490	U	IV
WTMJ	Milwaukee, Wis.	1,000 5,000—LS CP-5,000—U	620	U	III-A
WTMV	E. St. Louis, Ill.	250	1490	U	IV
WTNJ	Trenton, N. J.	500	1310	S-WCAM, WCAP	III-B
WTOC	Savannah, Ga.	1,000 5,000—LS	1290	U	III-A
WTOL	Toledo, O.	250	1230	U	IV
WTRC	Elkhart, Ind.	250	1340	U	IV
WTRY	Troy, N. Y.	1,000	980	U	III-B
WTSP	St. Petersburg, Fla.	250 CP-500 1,000—LS	†1380	U	III-B
WVFW	Brooklyn, N. Y.	500	1430	S-WARD WBBC, WLTH	III-B
*WWDC	Washington, D. C.	250	1450	U	IV
WWJ	Detroit, Mich.	1,000 5,000—LS CP-5,000—U	950	U	III-A
WWL	New Orleans, La.	50,000	870	U	I-A
WWNC	Asheville, N. C.	1,000	570	U	III-A
WWNY	Watertown, N. Y.	500	1300	D	III
WWRL	Woodside, N. Y.	250 (Proposed 500)	1600	S-WCNW	IV III-B
WWSR	St. Albans, Vt.	1,000	1420	D	III
WWSW	Pittsburgh, Pa.	250	1490	U	IV
WWVA	Wheeling, W. Va.	5,000 (Proposed 50,000)	1170	SH (Proposed U)	II I-B
WXYZ	Detroit, Mich.	5,000	1270	U	III-A
*NEW	Stamford, Conn.	250	1400	U	IV
*NEW	Endicott, N. Y.	250	1450	U	IV
*NEW	Natchez, Miss.	250	1490	U	IV

NEW SPOT ON THE DIAL

1080 kilocycles

BUT..



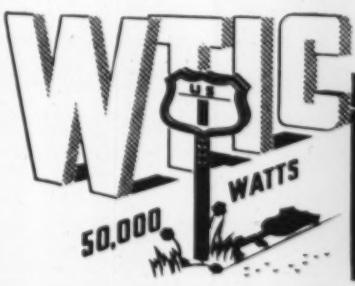
the same friendly, profitable audience in

AMERICA'S No. 1 MARKET

WAVE-LENGTH changes and the necessity for new dial settings won't faze the friendly people in the profitable Southern New England market. They'll turn to WTIC as a matter of course for, during the more than 15 years of WTIC's existence, these folks have developed an "unbreakable" listening habit.

These listeners enjoy the entertainment that WTIC affords them and they respect the services that it renders just as WTIC respects, and enjoys serving them.

You won't find a better market for your product than this rich Southern New England area, especially now that additional millions of dollars are flowing into vital defense industries. And you won't find a better means than WTIC to get your message across in this territory.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Log of U. S. Broadcast Stations

Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As approved by the United States Government)

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit. DA—Directional Antenna. *—CP for New Station. †—CP for New Frequency.

EXPLANATION

Powers shown are those at present authorized. Classifications of stations, however, govern potential power allowed. Many stations already are installing new equipment which will qualify them for the higher power permissible under their classifications. For classes and potential powers see definitions on Page 36. All powers are U unless otherwise designated. Where LS and D powers are shown, the upper designation is the night power. Radiation in terms of millivolts-per-meter (mv/m) indicates the average (RMS) unattenuated field strength at one mile for 1,000 watts.

(Corrected to March 20, 1941)

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
550 KILOCYCLES					
KOY	Phoenix, Ariz.	1,000	175	U	III-A
KSD	St. Louis, Mo.	1,000 5,000—LS	200 DA-N	U	III-B
WGR	Buffalo, N. Y.	1,000 5,000—LS	175 DA-N	U	III-B
KFYR	Bismarck, N. D.	1,000 5,000—LS CP-5,000—U	210 DA-N	U	III-A
WKRC	Cincinnati, O.	1,000 5,000—LS	DA	U	III-B
KOAC	Corvallis, Ore.	1,000 CP-5,000—LS	DA	U	III-A
KTSA	San Antonio, Tex.	1,000 5,000—LS	175	U	III-A
WDEV	Waterbury, Vt.	1,000	180	D	III
WSVA	Harrisonburg, Va.	500—D CP-1,000—D	175	D	III
560 KILOCYCLES					
KSFO	San Francisco, Cal.	1,000 5,000—LS	175	U	III-A
KLZ	Denver, Colo.	5,000	DA	U	III-A
WQAM	Miami, Fla.	1,000	175	U	III-A
WIND	Gary, Ind.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
WGAN	Portland, Me.	5,000	175 DA	U	III-A
KWTO	Springfield, Mo.	5,000 1,000 (5 a.m. to 6 a.m.)	190	D (5 a.m. to local sunset)	III
WFIL	Philadelphia, Pa.	1,000	175	U	III-A
WIS	Columbia, S. C.	1,000 5,000—LS CP-5,000—U	175 DA-N	U	III-A
KFDM	Beaumont, Tex.	1,000	175	U	III-A
570 KILOCYCLES					
KMTR	Los Angeles, Cal.	1,000	175	U	III-A
WMCA	New York City	1,000 5,000—LS	DA	U	III-A
WSYR	Syracuse, N. Y.	1,000	DA	U	III-A
WWNC	Asheville, N. C.	1,000	175	U	III-A
WOSU	Columbus, O.	1,000	175	SH-WKBN	III-A
WKBN	Youngstown, O.	500 1,000—LS	175	SH-WOSU	III-B
WNAX	Yankton, S. D.	1,000 5,000—LS CP-5,000—U	190 DA-N	U	III-A
KGKO	Fort Worth, Tex.	1,000 5,000—LS CP-5,000—U	180 DA-N	U	III-A
†KUTA	Salt Lake City, Utah	250 CP-1,000	DA	U	III-B
KVI	Tacoma, Wash.	5,000	190	U	III-A
WMAM	Marinette, Wis.	250	175	D	IV
580 KILOCYCLES					
KMJ	Fresno, Cal.	5,000	175	U	III-A
WDBO	Orlando, Fla.	5,000	175 DA-N	U	III-A
WILL	Urbana, Ill.	5,000	DA	D	III
KSAC	Manhattan, Kan.	500 1,000—LS	175	S-WIBW	III-B
WIBW	Topeka, Kan.	1,000 5,000—LS CP-5,000	190 DA-N	S-KSAC	III-A
WTAG	Worcester, Mass.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
WCHS	Charleston, W. Va.	5,000	175 DA-N	U	III-A
590 KILOCYCLES					
KGMB	Honolulu, Hawaii	5,000	175	U	III-A
WEEI	Boston, Mass.	5,000	DA	U	III-A
WKZO	Kalamazoo, Mich.	1,000 CP-5,000—LS	189 DA-N	U	III-B
WOW	Omaha, Neb.	5,000	180	U	III-A
†WMBS	Uniontown, Pa.	250 CP-1,000	175 DA-N	U	III-A
KHQ	Spokane, Wash.	5,000	235	U	III-A
600 KILOCYCLES					
KFSD	San Diego, Cal.	1,000 CP-5,000	175	U	III-A
WICC	Bridgeport, Conn.	500 1,000—LS	DA	U	III-B
WMT	Cedar Rapids, Ia.	1,000 5,000—LS CP-5,000—U	180 DA-N	U	III-A
WCAO	Baltimore, Md.	500 1,000—LS	175	U	III-B
†WSJS	Winston-Salem, N. C.	250 CP-1,000	DA-N	U	III-B
WREC	Memphis, Tenn.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
KROD	El Paso, Tex.	500 1,000—LS	175	U	III-B
610 KILOCYCLES					
KFAR	Fairbanks, Alaska	1,000	175	U	III-A
KFRC	San Francisco, Cal.	5,000	175	U	III-A
WIOD	Miami, Fla.	1,000 CP-5,000	DA	U	III-A
WDAF	Kansas City, Mo.	5,000	185	U	III-A
*WMUR	Manchester, N. H.	1,000 5,000—LS	DA	U	III-B
WCLE	Cleveland, O.	500	175	D	III
WIP	Philadelphia, Pa.	5,000	DA	U	III-A
†WSGN	Birmingham, Ala. (See 1340 kc.)	1,000	175 DA-N	U	III-B
620 KILOCYCLES					
KTAR	Phoenix, Ariz.	5,000	DA	U	III-A
WSUN	St. Petersburg, Fla.	5,000	183 DA-N	U	III-A
WLBZ	Bangor, Me.	500 1,000—LS CP-5,000—U	DA	U	III-A
*WAGE	Salina, N. Y (near Syracuse)	1,000	175 DA-N	U	III-B
KGW	Portland, Ore.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
WHJB	Greensburg, Pa.	250	150	D	IV
†WKAQ	San Juan, P. R.	1,000 CP-5,000	195	U	III-A
WROL	Knoxville, Tenn.	500 1,000—LS	175 DA-N	U	III-B
KWFT	Wichita Falls, Tex.	1,000 5,000—LS	DA	U	III-A
WTMJ	Milwaukee, Wis.	1,000 5,000—LS CP-5,000—U	190 DA-N	U	III-A
630 KILOCYCLES					
KVOD	Denver, Colo.	1,000	205 DA-N	U	III-A
WMAL	Washington, D. C.	5,000	DA	U	III-A
KXOK	St. Louis, Mo.	5,000	DA	U	III-A
KOH	Reno, Nev.	1,000	175 DA-N	U	III-A
WPRO	Providence, R. I.	5,000	210 DA-N	U	III-A
KGFX	Pierre, S. D.	200	150	SH-D	IV

FM OR TELEVISION...

INTERNATIONAL OR STANDARD BROADCASTING—

Here Is High Efficiency at High Power

Primarily developed for the new high-frequency services, GL-889-R, GL-889, and GL-880 provide superior performance for *all* present-day broadcasting.

GL-889-R

High efficiency and economical forced-air-cooling are now available to the entire realm of broadcasting with the G-E developed GL-889-R. Its small size and short leads make it especially valuable for ultra-high-frequency operation.

At frequencies up to 25 megacycles, a pair of 889-R's is capable of 8,000 watts output plate-modulated, or 20,000 watts class C telegraph. For FM service, 10,000 watts output is very conservative operation.

Internal design is the same as the GL-889. GL-889-R's are used as output tubes in G-E 10,000-watt FM transmitters.

GL-889

Twenty-five years of G-E tube manufacturing experience contributed to the successful design of the GL-889—the tube which started a new trend in u-h-f construction. The GL-889 incorporates dual grid leads for separation of neutralizing and excitation circuits. It is fully shielded to prevent electron bombardment of the glass envelope.

Its compact construction makes possible short internal and external leads. Low driving power is required.

Water-cooled, it is rated at 10,000 watts output, class C telegraph, and 4,000 watts output in plate-modulated class C service.

GL-880

General Electric's GL-880 stands alone today in the field of high-power u-h-f transmitting tubes. Its unique construction—utilizing a re-entrant anode—resulted in a decrease in internal lead length of 10 inches compared with existing designs. Full ratings apply up to 25 megacycles. Reduced ratings to 100 mc.

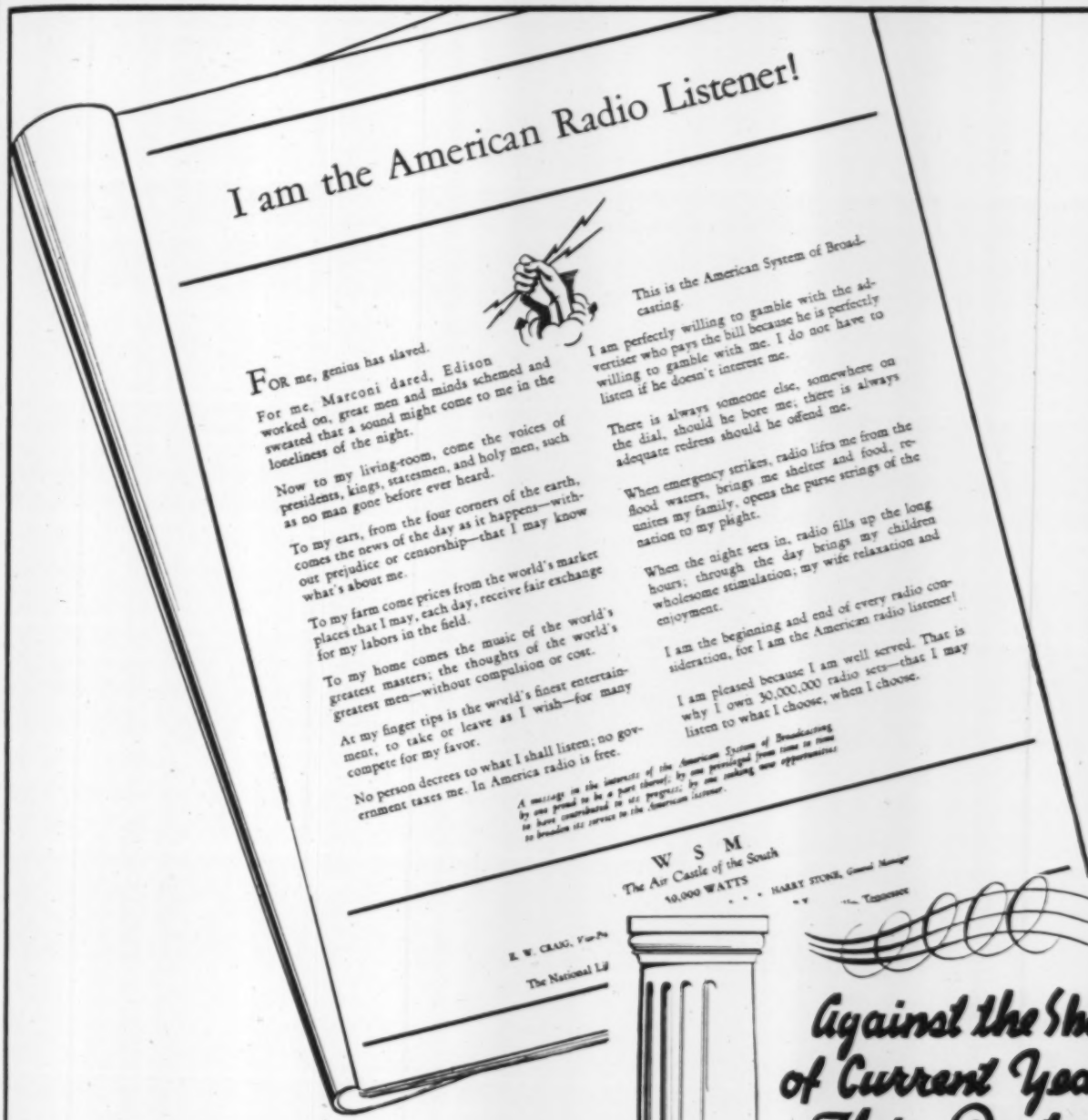
A pair of GL-880's gives an easy 50,000-watt output in 42- to 50-mc FM broadcast service. Low driving power is required. The G-E 50,000-watt FM broadcast transmitter, excited by a 3,000-watt amplifier, uses push-pull GL-880's in the output stage.

Technical information sheets on all G-E tubes are available through our local G-E representative. Place your next order for tubes with him. There are G-E sales engineers in 80 principal cities. General Electric, Schenectady, N. Y.

GENERAL ELECTRIC

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
640 KILOCYCLES					
KFI	Los Angeles, Cal.	50,000	225	U	I-A
WOI	Ames, Ia.	5,000	180	D	II
WHKC	Columbus, O.	500	175	L-KFI	II
WNAD	Norman, Okla.	1,000	175	D	II
650 KILOCYCLES					
WSM	Nashville, Tenn.	50,000	225	U	I-A
660 KILOCYCLES					
KOWH	Omaha, Neb.	500	175	D	II
WEAF	New York City	50,000	DA	U	I-A
670 KILOCYCLES					
WMAQ	Chicago, Ill.	50,000	225	U	I-A
680 KILOCYCLES					
KPO	San Francisco, Cal.	50,000	225	U	I-B
WLAW	Lawrence, Mass.	5,000	175 DA-N	U	II
KFEQ	St. Joseph, Mo.	500 2,500—LS	175	L-KPO	II
WPTF	Raleigh, N. C.	5,000 CP-50,000	187 DA-N	U	II
690 KILOCYCLES					
KGGF	Coffeyville, Kan.	500 1,000—LS	DA	U	II
700 KILOCYCLES					
WLW	Cincinnati, O.	50,000	260	U	I-A
710 KILOCYCLES					
KMPC	Beverly Hills, Cal.	1,000 5,000—LS CP-5,000—U	DA	U	II
WOR	New York City	50,000	DA	U	I-B
KIRO	Seattle, Wash.	1,000 CP-50,000	DA	U	I-B
720 KILOCYCLES					
WGN	Chicago, Ill.	50,000	250	U	I-A
740 KILOCYCLES					
KQW	San Jose, Cal.	1,000 5,000—LS (Proposed 5,000—U)	DA	U	II
750 KILOCYCLES					
WSB	Atlanta, Ga.	50,000	235	U	I-A
KMMJ	Grand Island, Neb.	1,000	180	L-WSB	II
WHEB	Portsmouth, N. H.	1,000	175	L-WSB	II
760 KILOCYCLES					
KGU	Honolulu, Hawaii	2,500	175	L-WJR	II
WJR	Detroit, Mich.	50,000	225	U	I-A
770 KILOCYCLES					
WLB	Minneapolis, Minn.	5,000	175	S-WCAL (2/3 daytime)	II
WCAL	Northfield, Minn.	5,000	180	S-WLB (1/3 daytime)	II
WEW	St. Louis, Mo.	1,000	175	D	II
WJZ	New York City	50,000	235	U	I-A
KXA	Seattle, Wash.	1,000	175	L-WJZ	II
780 KILOCYCLES					
WBBM	Chicago, Ill.	50,000	225	U	I-A
WJAG	Norfolk, Neb. (See 1090 kc.)	1,000	175	L-WBBM	II
KFAB	Lincoln, Neb. (Proposed 1110 kc.)	10,000	225	S-WBBM	II
790 KILOCYCLES					
KFQD	Anchorage, Alaska	250	150	SH	IV
KECA	Los Angeles, Cal.	1,000 5,000—LS CP-5,000—U	200 DA-N	U	III-A
KGHL	Billings, Mont.	1,000 5,000—LS CP-5,000—U	205 DA-N	U	III-A
WPIC	Sharon, Pa.	1,000	175	D	III
WPRA	Mayaguez, P. R.	1,000 2,500—LS	175	U	III-A
WEAN	Providence, R. I.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
KFDY	Brookings, S. D.	1,000	175	SH-D	III
WMC	Memphis, Tenn.	1,000 5,000—LS	235 DA-N	U	III-A
WTAR	Norfolk, Va.	5,000	181 DA-N	U	III-A

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
810 KILOCYCLES					
KGO	San Francisco, Cal.	7,500 (Proposed 10,000)	225	U	I-B
KOAM	Pittsburg, Kan.	1,000	185	D	II
WGY	Schenectady, N. Y.	50,000	235	U	I-B
820 KILOCYCLES					
WTBO	Cumberland, Md.	250	175	L-WFAA-WBAP	II
WFAA	Dallas, Tex.	50,000	245	S-WBAP	I-A
WBAP	Fort Worth, Tex.	50,000	245	S-WFAA	I-A
830 KILOCYCLES					
WCCO	Minneapolis, Minn.	50,000	245	U	I-A
WNYC	New York City	1,000	DA	L-WCCO	II
840 KILOCYCLES					
WHAS	Louisville, Ky.	50,000	250	U	I-A
850 KILOCYCLES					
KOA	Denver, Colo.	50,000	225	U	I-A
WRUF	Gainesville, Fla.	5,000	175	L-KOA	II
WHDH	Boston, Mass.	1,000	175	L-KOA	II
KFUO	Clayton, Mo.	1,000 CP-5,000	175	L-KOA	II
WEEU	Reading, Pa.	1,000	175	D	II
860 KILOCYCLES					
KTRB	Modesto, Cal.	250	175	D	II
870 KILOCYCLES					
KIEV	Glendale, Cal.	250	175	D	II
WWL	New Orleans, La.	50,000	DA	U	I-A
WKAR	East Lansing, Mich.	5,000	175	D	II
WHCU	Ithaca, N. Y.	1,000	175	L-WWL	II
880 KILOCYCLES					
WHB	Kansas City, Mo.	1,000	175	D	II
WABC	New York City	50,000	225	U	I-A
890 KILOCYCLES					
WENR	Chicago, Ill.	50,000	240	S-WLS	I-A
WLS	Chicago, Ill.	50,000	240	S-WENR	I-A
910 KILOCYCLES					
KLX	Oakland, Cal.	1,000	175	U	III-A
KPOF	Denver, Colo.	1,000	175	S-KFKA	III-A
KFKA	Greeley, Colo.	1,000	175	S-KPOF	III-A
WSUI	Iowa City, Ia.	1,000 5,000—LS	DA	U	III-A
†WFDF	Flint, Mich.	100 CP-1,000	DA	U	III-B
WCOC	Meridian, Miss.	1,000	190	U	III-A
WGBI	Scranton, Pa.	500 1,000—LS	175	S-WQAN	III-B
WQAN	Scranton, Pa.	500 1,000—LS	175	S-WGBI	III-B
WJHL	Johnson City, Tenn.	1,000	175 DA-N	U	III-B
KRRV	Sherman, Tex.	1,000	DA	U	III-B
WRNL	Richmond, Va.	1,000	DA	U	III-B
KVAN	Vancouver, Wash.	250	175	D	IV
†WABI	Bangor, Me. (See 1230 kc.)	5,000	DA-N	U	III-A
920 KILOCYCLES					
KARK	Little Rock, Ark.	5,000	212 DA-N	U	III-A
KTKC	Visalia, Cal.	1,000	180 DA-N	U	III-B
WGST	Atlanta, Ga.	1,000 5,000—LS	185	U	III-A
WBAA	West Lafayette, Ind.	500 1,000—LS CP-1,000—N CP-5,000—LS	175 DA-N	SH CP-U	III-B
KFNF	Shenandoah, Ia.	500 1,000—LS	220	S-KUSD	III-B
WJAR	Providence, R. I.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
KUSD	Vermillion, S. D.	500	175	S-KFNF	III-B
KFPY	Spokane, Wash.	5,000	210	U	III-A
WMMN	Fairmont, W. Va.	1,000 5,000—LS CP-5,000—U	177 DA-N	U	III-A


I am the American Radio Listener!
FOR me, genius has slaved.
For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.
Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.
To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what's about me.
To my farm come prices from the world's market places that I may, each day, receive fair exchange for my labors in the field.
To my home comes the music of the world's greatest masters; the thoughts of the world's greatest men—without compulsion or cost.
At my finger tips is the world's finest entertainment, to take or leave as I wish—for many compete for my favor.
No person decrees to what I shall listen; no government taxes me. In America radio is free.
This is the American System of Broadcasting.
I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn't interest me.
There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.
When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.
When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.
I am the beginning and end of every radio consideration, for I am the American radio listener!
I am pleased because I am well served. That is why I own 30,000,000 radio sets—that I may listen to what I choose, when I choose.
A message to the interests of the American System of Broadcasting by one proud to be a part thereof, by one privileged from time to time to have contributed to its progress, by one seeking new opportunities to broaden its service to the American listener.
W S M
The Air Castle of the South
50,000 WATTS
HARRY STONE, General Manager
NASHVILLE, TENNESSEE
R. W. CRAIG, Vice-Pr
The National Li

Against the Shock of Current Years This Portrait Stands Unchanged

NEW assignments under Havana Treaty allocations will add another step to Radio's stairway of progress . . . . but, through the changes of the day, WSM's *policies remain unchanged.*

And we take this opportunity to announce that it will be unnecessary to change WSM's broadcasting frequency.

NASHVILLE, TENN. HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES EDWARD PETRY & CO. INC.

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
930 KILOCYCLES					
KGBU.....	Ketchikan, Alaska	500	175	U	III-B
KHJ.....	Los Angeles, Cal.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
WJAX.....	Jacksonville, Fla.	1,000 5,000—LS	190	U	III-A
KSEI.....	Pocatello, Ida.	250 1,000—LS	175	U	III-B
WTAD.....	Quincy, Ill.	1,000	185 DA-N	U	III-B
WFMD.....	Frederick, Md.	500	185 DA-N	U	III-B
*WPAT.....	Paterson, N. J.	1,000	175	D	III
WBEN.....	Buffalo, N. Y.	1,000 5,000—LS CP-5,000—U	200 DA-N	U	III-A
WKY.....	Oklahoma City, Okla.	1,000 5,000—LS CP-5,000—U	190 DA	U	III-A
†WSAZ.....	Huntington, W. Va.	250 1,000—LS CP-1,000—U	DA	SH	III-B
WLBL.....	Stevens Point, Wis.	5,000	200	D	III
940 KILOCYCLES					
WMAZ	Macon, Ga.	250 5,000—LS (Proposed 5,000—U)	175 (Proposed DA)	U	II
950 KILOCYCLES					
KFEL.....	Denver, Colo.	1,000 CP-5,000	DA	U	III-A
WAAF.....	Chicago, Ill.	1,000	175	D	III
WORL.....	Boston, Mass.	1,000	185	D	III
WWJ.....	Detroit, Mich.	1,000 5,000—LS CP-5,000—U	210 DA-N	U	III-A
WPEN.....	Philadelphia, Pa.	1,000 CP-5,000	175 DA-N	U	III-A
WSPA.....	Spartanburg, S. C.	1,000—D CP-1,000—N CP-5,000—LS	180 DA-N	D CP-U	III-B
KPRC.....	Houston, Tex.	1,000 5,000—LS CP-5,000—U	200 DA-N	U	III-A
KOMO.....	Seattle, Wash.	1,000 5,000—LS CP-5,000—U	245 DA-N	U	III-A
960 KILOCYCLES					
WBRC.....	Birmingham, Ala.	1,000 5,000—LS CP-5,000—U	175 DA-N	U	III-A
KROW.....	Oakland, Cal.	1,000	175	U	III-A
WELI.....	New Haven, Conn.	250 500—LS CP-500—N CP-1,000—LS	184 DA-N	U	III-B
†WSBT.....	South Bend, Ind.	250 500—LS CP-500—U	DA	SH CP-U	III-B
KMA.....	Shenandoah, Ia.	1,000 5,000—LS	225	U	III-A
WDBJ.....	Roanoke, Va.	1,000 5,000—LS CP-5,000—U	210 DA-N	U	III-A
970 KILOCYCLES					
WFLA.....	Tampa, Fla.	1,000 5,000—LS	175 DA-N	U	III-B
WAVE.....	Louisville, Ky.	5,000	DA	U	III-A
WCSH.....	Portland, Me.	1,000 2,500—LS CP-5,000—U	DA	U	III-A
WAAT.....	Jersey City, N. J.	500—D CP-1,000	175 DA-N	U	III-B
WDAY.....	Fargo, N. D.	5,000	175 DA-N	U	III-A
WICA.....	Ashtabula, O.	1,000	175	D	III
KOIN.....	Portland, Ore.	5,000	224 DA-N	U	III-A
WHA.....	Madison, Wis.	5,000	175	D	III
980 KILOCYCLES					
KFWB.....	Los Angeles, Cal.	5,000	220	U	III-A
WRC.....	Washington, D. C.	1,000 5,000—LS CP-5,000—U	185 DA-N	U	III-A
*WHAL.....	Saginaw, Mich.	500	175	D	III
KMBC.....	Kansas City, Mo.	5,000	224 DA-N	U	III-A
WTRY.....	Troy, N. Y.	1,000	DA	U	III-B
†WSIX.....	Nashville, Tenn. (See 1240 kc.)	1,000 5,000—LS	DA-N	U	III-B
990 KILOCYCLES					
WIBG.....	Glenside, Pa.	1,000	175	D	II
WNOX.....	Knoxville, Tenn.	1,000 5,000—LS	235 DA-N	U	II
1000 KILOCYCLES					
WCFL.....	Chicago, Ill.	5,000 CP-10,000	DA	U	I-B
WINS.....	New York City	1,000 CP-50,000—U	DA	L-WCFL	II
KJR.....	Seattle, Wash.	5,000 (Proposed 10,000)	250 DA-N	U	II I-B

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1020 KILOCYCLES					
KFVD.....	Los Angeles, Cal.	1,000	185	L-KDKA	II
KDKA.....	Pittsburgh, Pa.	50,000	295	U	I-A
1030 KILOCYCLES					
WBZ.....	Boston, Mass.	50,000	DA	U-Synchronized with WBZA	I-B
WBZA.....	Springfield, Mass.	1,000	175	U-Synchronized with WBZ	II
KOB.....	Albuquerque, N. M.	10,000 CP-50,000	225 DA-N	U	II
1040 KILOCYCLES					
WHO.....	Des Moines, Ia.	50,000	225	U	I-A
1050 KILOCYCLES					
WDZ.....	Tuscola, Ill.	1,000	180	D	II
WHN.....	New York City	1,000 5,000—LS CP-50,000—U	175 DA-N	U	II
1060 KILOCYCLES					
KYW.....	Philadelphia, Pa.	50,000	DA	U	I-B
1070 KILOCYCLES					
WAPI	Birmingham, Ala. (See 1170 kc.)	(Proposed 50,000)	DA-N	U	II
KNX.....	Los Angeles, Cal.	50,000	245	U	I-B
WIBC.....	Indianapolis, Ind.	1,000 CP-5,000—LS	190 DA-N	D CP-U	II
KFBI.....	Wichita, Kan.	5,000 CP-1,000 CP-5,000—LS	175 DA-N	L-KNX CP-U	II
WEAU.....	Eau Claire, Wis.	1,000 5,000—LS	190 DA-N	L-KFBI	II
1080 KILOCYCLES					
KYOS.....	Merced, Cal.	250	175	D	II
WTIC.....	Hartford, Conn.	50,000	226 DA-N	U	I-B
WCAZ.....	Carthage, Ill.	100	185	D	II
KWJJ.....	Portland, Ore.	500 CP-1,000—U	190 DA-N	L-KRLD, WTIC CP-U	II
KRLD.....	Dallas, Tex.	50,000	225 DA-N	U	I-B
1090 KILOCYCLES					
KTHS.....	Hot Springs, Ark.	10,000 (Proposed 50,000)	225 DA-N	U	I-B
WBAL.....	Baltimore, Md.	10,000 CP-50,000	225 DA-N	U	I-B
WJAG.....	Norfolk, Neb.	1,000 (Proposed 780 kc.)	175	L-WBAL, KTHS	II
1100 KILOCYCLES					
KJBS.....	San Francisco, Cal.	500	175	L-WTAM	II
WTAM.....	Cleveland, O.	50,000	225	U	I-A
1110 KILOCYCLES					
WCBD.....	Chicago, Ill.	5,000	225	L-WBT, S-WMBI	II
WMBI.....	Chicago, Ill.	5,000	250	L-WBT, S-WCBD	II
KFAB.....	Lincoln, Neb. (See 780 kc.)	10,000 (Proposed 50,000)	225 DA-N	U	I-B
WBT.....	Charlotte, N. C.	50,000	225 (Proposed DA-N)	U	I-B
1120 KILOCYCLES					
KMOX.....	St. Louis, Mo.	50,000	225	U	I-A
1130 KILOCYCLES					
KGDM.....	Stockton, Cal.	1,000	175	D	II
KWKH.....	Shreveport, La.	50,000	253 DA-N	U	I-B
WCAR.....	Pontiac, Mich.	1,000	185	D	II
WDGY.....	Minneapolis, Minn.	1,000 5,000—LS	175	SH (Proposed U-DA-N)	II
WOV.....	New York City	5,000 CP-10,000	DA	U	I-B
1140 KILOCYCLES					
KSOO.....	Sioux Falls, S. D	5,000	180 DA-N	L-WRVA	II
WRVA.....	Richmond, Va.	50,000	DA	U	I-B

IN COLUMBIA LEADERSHIP

—in Coverage
—in Popularity
—in Power
—in Affiliation

KRLD

50,000 Watts

New Frequency
1080 Kilocycles

KRLD

The Times Herald Station
ADOLPHUS HOTEL, DALLAS

THE BRANHAM COMPANY NATIONAL REPRESENTATIVES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1150 KILOCYCLES					
KFSG	Los Angeles, Cal.	1,000 2,500—LS	175	S-KRKD	III-A
KRKD	Los Angeles, Cal.	1,000 2,500—LS	175	S-KFSG	III-A
WDEL	Wilmington, Del.	250 1,000—LS CP-5,000—U	DA	U	III-A
KSAL	Salina, Kan.	500 1,000—LS CP-1,000—U	200 DA-N	U	III-B
WJBO	Baton Rouge, La.	1,000 CP-5,000	225 DA	U	III-A
WCOP	Boston, Mass.	500	185 CP-DA-N	D CP-U	III-B
*KSWO	Lawton, Okla.	250	175	D	IV
WKPA	New Kensington, Pa.	250	150	D	IV
†WAPO	Chattanooga, Tenn.	250 CP-1,000 CP-5,000—LS	195 DA-N	U	III-B
KTBC	Austin, Tex.	1,000	175	SH-D-WTAW	III
WTAW	College Station, Tex.	500 CP-1,000	175	SH-D-KTBC	III
KRSC	Seattle, Wash.	1,000	175	U	III-A
KFIO	Spokane, Wash.	100	150	D	IV
WISN	Milwaukee, Wis.	250 1,000—LS CP-5,000—U	DA	U	III-A
1160 KILOCYCLES					
WJJD	Chicago, Ill.	20,000	175	L-KSL	II
KSL	Salt Lake City, Utah	50,000	225	U	I-A
1170 KILOCYCLES					
KVOO	Tulsa, Okla.	25,000 (Proposed 50,000)	175 DA-N	U	I-B
WWVA	Wheeling, W. Va.	5,000 (Proposed 50,000)	195 DA	SH U	II I-B
WAPI	Birmingham, Ala.	5,000 (Proposed 50,000 on 1070 kc)	DA	U	II
1180 KILOCYCLES					
WHAM	Rochester, N. Y.	50,000	245	U	I-A
1190 KILOCYCLES					
WOWO	Fort Wayne, Ind.	10,000 (Proposed 50,000)	245 DA	SH U	I-B
KEX	Portland, Ore.	5,000 (Proposed 50,000)	225 DA	U	II I-B
1200 KILOCYCLES					
WOAI	San Antonio, Tex.	50,000	225	U	I-A
1210 KILOCYCLES					
WCAU	Philadelphia, Pa.	50,000	225	U	I-A
1230 KILOCYCLES					
WBHP	Huntsville, Ala.	250	175	U	IV
WMOB	Mobile, Ala.	250	150	U	IV
WJRD	Tuscaloosa, Ala.	250	175	U	IV
KSUN	Lowell, Ariz.	250	185	U	IV
KPHO	Phoenix, Ariz.	250	150	U	IV
KBTM	Jonesboro, Ark.	100 250—LS	180	U	IV
KGHI	Little Rock, Ark.	250	150	U	IV
KGFJ	Los Angeles, Cal.	100	150	U	IV
KVCV	Redding, Cal.	250	150	U	IV
KVEC	San Luis Obispo, Cal.	250	185	U	IV
KWG	Stockton, Cal.	100	150	U	IV
KFXJ	Grand Junction, Colo.	250	180	U	IV
KGEK	Sterling, Colo.	100	150	SH	IV
WTHT	Hartford, Conn.	250	150	U	IV
WLOF	Orlando, Fla.	250	150	U	IV
WDLP	Panama City, Fla.	100 250—LS	150	U	IV
WJNO	West Palm Beach, Fla.	250	175	U	IV
WRBL	Columbus, Ga.	250	180	U	IV
WBLJ	Dalton, Ga.	250	150	U	IV
WAYX	Waycross, Ga.	250	150	U	IV
KHBC	Hilo, Hawaii	250	150	U	IV
KFXD	Nampa, Ida.	250	150	U	IV
WJBC	Bloomington, Ill.	250	180	U	IV
WJOB	Hammond, Ind.	100	150	U	IV
WFAM	South Bend, Ind.	100	150	SH	IV
WBOW	Terre Haute, Ind.	250	180	U	IV
KFJB	Marshalltown, Ia.	250	180	U	IV
WHOP	Hopkinsville, Ky.	250	180	U	IV
KMLB	Monroe, La.	250	175	U	IV
WJBW	New Orleans, La.	250	185	U	IV
WABI	Bangor, Me. (1910kc)	250	195	U	IV
WITH	Baltimore, Md.	250	150	U	IV
WBOC	Salisbury, Md.	250	150	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1230 KILOCYCLES—Continued					
WESX	Salem, Mass.	100	175	U	IV
*WMAW	Worcester, Mass.	250	150	U	IV
*WGRB	Grand Rapids, Mich.	250	150	U	IV
WMPC	Lapeer, Mich.	250	150	SH	IV
WSAM	Saginaw, Mich.	100	150	SH	IV
WSOO	Sault Ste. Marie, Mich.	100 250—LS	150	U	IV
KGDE	Fergus Falls, Minn.	100 250—LS	150	U	IV
KYSM	Mankato, Minn.	250	200	U	IV
KWNO	Winona, Minn.	250	190	U	IV
WSKB	McComb, Miss.	250	190	U	IV
WIL	St. Louis, Mo.	250	150	U	IV
KHAS	Hastings, Neb.	250	190	U	IV
WENY	Elmira, N. Y.	250	240	U	IV
WIBX	Utica, N. Y.	250	150	U	IV
WMFR	High Point, N. C.	250	150	U	IV
WFTC	Kinston, N. C.	250	175	U	IV
WCBT	Roanoke Rapids, N. C.	250	150	U	IV
WHBC	Canton, O.	250	265	U	IV
WCPO	Cincinnati, O.	250	150	U	IV
WCOL	Columbus, O.	250	150	U	IV
WTOL	Toledo, O.	250	150	U	IV
KADA	Ada, Okla.	250	175	U	IV
WBBZ	Ponca City, Okla.	250	150	U	IV
KAST	Astoria, Ore.	250	175	U	IV
KODL	The Dalles, Ore.	100 250—LS	150	U	IV
KOOS	Marshfield, Ore.	250	150	U	IV
*WCED	Du Bois, Pa.	250	150	U	IV
WKBO	Harrisburg, Pa.	250	150	U	IV
WAIM	Anderson, S. C.	100 CP-250	150	U	IV
WOLS	Florence, S. C.	250	165	U	IV
WCAT	Rapid City, S. D.	100	180	SH-D	IV
KELO	Sioux Falls, S. D.	250	150	U	IV
KFDA	Amarillo, Tex.	250	150	U	IV
KVNU	Logan, Utah	250	150	U	IV
WCAX	Burlington, Vt.	250	150	U	IV
WLVA	Lynchburg, Va.	250	150	U	IV
KVOS	Bellingham, Wash.	250	175	U	IV
WLOG	Logan, W. Va.	100	150	U	IV
WAJR	Morgantown, W. Va.	250	150	U	IV
WHBY	Appleton, Wis.	250	150	U	IV
WCLO	Janesville, Wis.	250	195	U	IV
WDSM	Superior, Wis.	100	175	U	IV
*KPOW	Powell, Wyo.	250	150	U	IV
1240 KILOCYCLES					
WJBY	Gadsden, Ala.	250	175	U	IV
WCOV	Montgomery, Ala.	100 CP-250	175	U	IV
KWJB	Globe, Ariz.	250	180	U	IV
KYUM	Yuma, Ariz.	250	175	U	IV
KDON	Monterey, Cal.	100	150	U	IV
KPPC	Pasadena, Cal.	100	150	S-KFXM	IV
KROY	Sacramento, Cal.	100	175	U	IV
KFXM	San Bernardino, Cal.	250	175	S-KPPC	IV
WFTM	Fort Myers, Fla.	250	150	U	IV
WFOY	St. Augustine, Fla.	250	175	U	IV
WGAC	Augusta, Ga.	250	150	U	IV
*WGGA	Gainesville, Ga.	250	180	U	IV
*WLAG	LaGrange, Ga.	250	150	U	IV
WBML	Macon, Ga.	250	150	U	IV
WPAX	Thomasville, Ga.	250	150	U	IV
WCRW	Chicago, Ill.	100	150	SH-WEDC, WSBC	IV
WEDC	Chicago, Ill.	250	150	SH-WCRW, WSBC	IV
WSBC	Chicago, Ill.	250	150	SH-WCRW, WEDC	IV
WEBQ	Harrisburg, Ill.	250	150	U	IV
WTAX	Springfield, Ill.	100	150	U	IV
WHBU	Anderson, Ind.	250	150	U	IV
†KWLC	Decorah, Ia.	100 CP-250—D	150	SH	IV
*KBIZ	Ottumwa, Ia.	100	150	U	IV
KIUL	Garden City, Kan.	100	150	U	IV
KANS	Wichita, Kan.	250	150	U	IV
WINN	Louisville, Ky.	100 250—LS	150	U	IV
KALB	Alexandria, La.	250	150	U	IV

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Sales
THE VOICE OF THE SOUTH

50,000 WATTS — NBC-RED — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1240 KILOCYCLES—Continued					
WCOU	Lewiston, Me.	250	180	U	IV
WJEJ	Hagerstown, Md.	250	150	U	IV
WHAI	Greenfield, Mass.	250	175	U	IV
WOCB	Hyannis, Mass.	250	150	U	IV
WJIM	Lansing, Mich.	250	150	U	IV
WMFG	Hibbing, Minn.	250	150	U	IV
WGRM	Greenwood, Miss.	250	150	U	IV
WGCM	Gulfport, Miss.	250	150	U	IV
KPFA	Helena, Mont.	250	150	U	IV
KFOR	Lincoln, Neb.	100 250—LS CP-250—U	150	U	IV
WSNJ	Bridgeton, N. J.	250	175	U	IV
WBRB	Red Bank, N. J.	100	150	S-WGBB	IV
KAVE	Carlsbad, N. M.	250	180	U	IV
WGBB	Freeport, N. Y.	100	150	S-WBRB, WFAS	IV
WJTN	Jamestown, N. Y.	250	175	U	IV
WSAY	Rochester, N. Y.	250	150	U	IV
WATN	Watertown, N. Y.	250	150	U	IV
WFAS	White Plains, N. Y.	250	150	S-WGBB	IV
WSOC	Charlotte, N. C.	100 250—LS CP-250—U	150	U	IV
WRAL	Raleigh, N. C.	250	175	U	IV
KDLR	Devils Lake, N. D.	250	180	U	IV
WJW	Akron, O.	250	150	U	IV
WLOK	Lima, O.	250	150	U	IV
WHIZ	Zanesville, O.	250	150	U	IV
KVSO	Ardmore, Okla.	100 250—LS	150	U	IV
KASA	Elk City, Okla.	100	150	U	IV
KHBG	Okmulgee, Okla.	250	175	U	IV
KWIL	Albany, Ore.	250	150	U	IV
KFJI	Klamath Falls, Ore.	100	150	U	IV
WKOK	Sunbury, Pa.	250	150	U	IV
WBAX	Wilkes-Barre, Pa.	100	175	U	IV
KWAT	Watertown, S. D.	250	150	U	IV
*WBIR	Knoxville, Tenn.	250	150	U	IV
WSIX	Nashville, Tenn. (†980 kc.)	250	150	U	IV
*KGBS	Harlingen, Tex.	250	150	U	IV
KOCA	Kilgore, Tex.	250	170	U	IV
KXOX	Sweetwater, Tex.	250	180	U	IV
KOVO	Provo, Utah	250	170	U	IV
WPID	Petersburg, Va.	250	180	U-except Sunday when WBBL operates	IV
WBBL	Richmond, Va.	100	150	SH	IV
KGY	Olympia, Wash.	100	150	U-except when KTW is operating	IV
WJLS	Beckley, W. Va.	250	180	U	IV
WOMT	Manitowoc, Wis.	100	150	U	IV
WIBU	Poynette, Wis.	250	190	U	IV
WJMC	Rice Lake, Wis.	250	180	U	IV
KFBC	Cheyenne, Wyo.	250	150	U	IV
1250 KILOCYCLES					
KTMS	Santa Barbara, Cal.	1,000	DA	U	III-B
WDAE	Tampa, Fla.	5,000	DA	U	III-A
KFKU	Lawrence, Kan.	1,000 5,000—LS	175	S-WREN	III-A
WREN	Lawrence, Kan.	1,000 5,000—LS CP-5,000	DA	S-KFKU	III-A
WCAD	Canton, N. Y.	500	175	SH-D	III
WGNY	Newburgh, N. Y.	250	180	D	IV
WCAE	Pittsburgh, Pa.	5,000	215 DA-N	U	III-A
†WTMA	Charleston, S. C.	250 CP-1,000	215 DA-N	U	III-B
KPAC	Port Arthur, Tex.	500	187.5 DA-N	U	III-B
KWSC	Pullman, Wash.	5,000	180	S-KTW	III-A
KTW	Seattle, Wash.	1,000	175	S-KWSC	III-A
1260 KILOCYCLES					
KYA	San Francisco, Cal.	1,000 5,000—LS	230	U	III-A
WOL	Washington, D. C.	1,000	DA	U	III-A
WFBM	Indianapolis, Ind.	1,000 5,000—LS CP-5,000—U	245 DA-N	U	III-A
WNAC	Boston, Mass.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
KGBX	Springfield, Mo.	5,000	175 DA-N	U	III-A
KGGM	Albuquerque, N. M.	1,000	190	U	III-A
1270 KILOCYCLES					
KTFI	Twin Falls, Ida.	1,000	250	U	III-A
WHBF	Rock Island, Ill.	1,000 CP-5,000	DA	U	III-A
†WSPR	Springfield, Mass.	250 500—LS CP-500—U	DA	SH	III-B
WXYZ	Detroit, Mich.	5,000	227 DA-N	U	III-A
KGCU	Mandan, N. D.	250 (Proposed 500 1,000—LS)	180	U	IV III-B

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1270 KILOCYCLES—Continued					
KFJZ	Fort Worth, Tex.	1,000 CP-5,000	DA	U	III-A
1280 KILOCYCLES					
KFOX	Long Beach, Cal.	1,000	175	U	III-A
WMRO	Aurora, Ill.	250	175	D	IV
WGBF	Evansville, Ind.	1,000 5,000—LS	200 DA-N	U	III-B
WDSU	New Orleans, La.	1,000 CP-5,000	DA	U	III-A
WTCN	Minneapolis, Minn.	1,000 5,000—LS	210	U	III-A
WHBI	Newark, N. J.	1,000 2,500—LS	175	S-WNEW	III-A
WNEW	New York City	1,000 5,000—LS CP-5,000—U	DA	S-WHBI	III-A
WKST	New Castle, Pa.	1,000	190 DA-N	D CP-U	III III-B
KIT	Yakima, Wash.	1,000	185	U	III-A
1290 KILOCYCLES					
KVOA	Tucson, Ariz.	1,000	175	U	III-A
KUOA	Siloam Springs, Ark.	5,000	250	D	III
KHSL	Chico, Cal.	500 1,000—LS	190	U	III-B
WTOC	Savannah, Ga.	1,000 5,000—LS	175 DA-N	U	III-A
KGVO	Missoula, Mont.	1,000 5,000—LS	190	U	III-A
KOIL	Omaha, Neb.	1,000 5,000-LS CP-5,000-U	210 DA-N	U	III-A
WHLD	Niagara Falls, N. Y.	1,000	190	D	III
WHIO	Dayton, O.	1,000 5,000—LS CP-5,000—U	200 DA-N	U	III-A
KRGV	Weslaco, Tex.	1,000	185	U	III-A
WKNE	Keene, N. H.	5,000	DA	U	III-A
WFVA	Fredericksburg, Va.	250	180	D	IV
1300 KILOCYCLES					
KVOR	Colorado Springs, Colo.	1,000	190	U	III-A
†KGLO	Mason City, Ia.	250 CP-1,000	205 DA-N	U	III-B
WFBR	Baltimore, Md.	1,000 5,000—LS (Proposed 5,000—U)	DA	U	III-A
WASH	Grand Rapids, Mich. (Proposed 5,000)	500	175 DA-N	S-WOOD (Proposed	III-B III-A)
WOOD	Grand Rapids, Mich. (Proposed 5,000)	500	175 DA-N	S-WASH (Proposed	III-B III-A)
WJDX	Jackson, Miss.	1,000 5,000—LS	215	U	III-A
WWNY	Watertown, N. Y.	500	175	D	III
KOL	Seattle, Wash.	1,000 5,000—LS	230	U	III-A
1310 KILOCYCLES					
KLS	Oakland, Cal.	250 CP-1,000	175	U	III-A
*WISH	Indianapolis, Ind.	1,000 5,000—LS	DA-N	U	III-B
WORC	Worcester, Mass.	500 CP-1,000	DA	U	III-B
KFBB	Great Falls, Mont.	1,000 5,000—LS CP-5,000—U	250 DA-N	U	III-A
WCAP	Asbury Park, N. J.	500	175	S-WCAM, WTNJ	III-B
WCAM	Camden, N. J.	500	175	S-WCAP, WTNJ	III-B
WTNJ	Trenton, N. J	500	190	S-WCAM, WCAP	III-B
WDOD	Chattanooga, Tenn.	1,000 5,000—LS CP-5,000—U	215 DA-N	U	III-A
WRR	Dallas, Tex.	500 CP-5,000	194 DA-N	U	III-A
WIBA	Madison, Wis.	1,000 5,000—LS CP-5,000—U	231 DA-N	U	III-A
1320 KILOCYCLES					
KLCN	Blytheville, Ark.	100	175	D	IV
WATR	Waterbury, Conn.	250	DA	U	IV
WJHP	Jacksonville, Fla.	250	150	U	IV
WEBC	Duluth, Minn.	1,000 5,000—LS CP-5,000—U	225 DA-N	U	III-A
WNBZ	Saranac Lake, N. Y.	100	150	D	IV
WJAS	Pittsburgh, Pa.	1,000 5,000—LS CP-5,000—U	180 DA-N	U	III-A
WNEL	San Juan, P. R.	1,000 2,500-LS CP-5,000—U	175	U	III-A
KTRH	Houston, Tex.	1,000 5,000—LS CP-5,000—U	230 DA-N	U	III-A
KDYL	Salt Lake City, Utah	1,000 5,000—LS CP-5,000—U	DA	U	III-A

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UNITED PRESS

U.P.

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1330 KILOCYCLES					
KFAC	Los Angeles, Cal.	1,000	175	U	III-A
KFH	Witchita, Kan.	1,000 5,000—LS CP-5,000—U	245 DA-N	U	III-A
WLOL	Minneapolis, Minn.	1,000	DA	U	III-B
WBBR	Brooklyn, N. Y.	1,000	175	S-WEVD, WHAZ	III-A
WEVD	New York City	1,000 CP-5,000	DA	S-WBBR, WHAZ	III-A
WHAZ	Troy, N. Y.	1,000	175	S-WBBR, WEVD	III-A
KALE	Portland, Ore.	1,000 5,000—LS CP-5,000—U	180 DA-N	U	III-A
WFBC	Greenville, S. C.	1,000 5,000—LS CP-5,000—U	185 DA-N	U	III-A
WHBL	Sheboygan, Wis.	250 1,000—LS	200	U	III-B
1340 KILOCYCLES					
WSGN	Birmingham, Ala. (†610kc.)	250	150	U	IV
KCRJ	Jerome, Ariz.	250	150	U	IV
KWFC	Hot Springs, Ark.	250	150	U	IV
KARM	Fresno, Cal.	250	200	U	IV
KHUB	Watsonville, Cal.	250	175	U	IV
*KMYR	Denver, Colo.	100 250—LS	150	U	IV
WINX	Washington, D. C.	250	150	U	IV
*WPER	DeLand, Fla.	250	150	U	IV
WLAK	Lakeland, Fla.	250	180	U	IV
WTAL	Tallahassee, Fla.	100 250—LS	150	U	IV
WGAU	Athens, Ga.	250	175	U	IV
WSAV	Savannah, Ga.	250	175	U	IV
WDAK	West Point, Ga.	250	150	U	IV
*KHON	Honolulu, Hawaii	250	150	U	IV
WSOY	Decatur, Ill.	250	180	U	IV
WJPF	Herrin, Ill.	250	150	U	IV
WCLS	Joliet, Ill.	100 CP-250	185	U	IV
WTRC	Elkhart, Ind.	250	180	U	IV
WLBC	Muncie, Ind.	250	150	U	IV
*NEW	Clinton, Ia.	250	150	U	IV
KCKN	Kansas City, Kan.	250	150	U	IV
WCMI	Ashland, Ky.	250	150	U	IV
WLBJ	Bowling Green, Ky.	250	180	U	IV
KVOL	Lafayette, La.	250	175	U	IV
KRMD	Shreveport, La.	250	150	U	IV
WNBH	New Bedford, Mass.	250	150	U	IV
WBRK	Pittsfield, Mass.	250	150	U	IV
WLAV	Grand Rapids, Mich.	250	150	U	IV
WDMJ	Marquette, Mich.	250	150	U	IV
WEXL	Royal Oak, Mich.	50 CP-250	150	U	IV
KVOX	Moorhead, Minn.	250	175	U	IV
KROC	Rochester, Minn.	250	180	U	IV
KWLM	Willmar, Minn.	100	175	U	IV
WJPR	Greenville, Miss.	250	185	U	IV
WAML	Laurel, Miss.	250	180	U	IV
*KHMO	Hannibal, Mo.	250	150	U	IV
KWOS	Jefferson City, Mo.	250	185	U	IV
KWOC	Poplar Bluff, Mo.	250	150	U	IV
KGEZ	Kalispell, Mont. (†1460 kc.)	100	190	U	IV
*KRJF	Miles City, Mont.	250	150	U	IV
KGFW	Kearney, Neb.	250	175	U	IV
WLNH	Laconia, N. H.	250	180	U	IV
KVSF	Santa Fe, N. M.	100	150	U	IV
WMBO	Auburn, N. Y.	250	175	U	IV
WEBR	Buffalo, N. Y.	250	150	U	IV
WMFF	Plattsburg, N. Y.	250	150	U	IV
WGTM	Wilson, N. C.	250	150	U	IV
†WAIR	Winston-Salem, N. C.	250	150	U	IV
WIZE	Springfield, O.	100	150	U	IV
WSTV	Steubenville, O.	250	150	SH-WSAJ	IV
KOCY	Oklahoma City, Okla.	250	150	U	IV
KOME	Tulsa, Okla.	250	195	U	IV
KBND	Bend, Ore.	250	180	U	IV
KUIN	Grants Pass, Ore.	250	150	U	IV
WFBG	Altoona, Pa.	250	150	U	IV
WSAJ	Grove City, Pa.	100	150	SH	IV
WHAT	Philadelphia, Pa.	100	150	S-WTEL	IV
WTEL	Philadelphia, Pa.	100	150	S-WHAT	IV
WRAW	Reading, Pa.	250	150	U	IV
WBRE	Wilkes-Barre, Pa.	250	180	U	IV
WFIG	Sumter, S. C.	100 250—LS	150	U	IV
KAND	Corsicana, Tex.	100	175	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1340 KILOCYCLES—Continued					
KFPL	Dublin, Tex.	100 250—LS	175	U	IV
KFYO	Lubbock, Tex.	250	150	U	IV
KRBA	Lufkin, Tex.	250	175	D	IV
KPDN	Pampa, Tex.	100	175	U	IV
KVIC	Victoria, Tex.	250	175	U	IV
KSUB	Cedar City, Utah.	100	170	U	IV
WGH	Newport News, Va.	250	170	U	IV
KXRO	Aberdeen, Wash.	250	180	U	IV
WBRW	Welch, W. Va.	250	150	U	IV
WEMP	Milwaukee, Wis.	250	150	U	IV
WFHR	Wisconsin Rapids, Wis.	250	150	U	IV
1350 KILOCYCLES					
†KSRO	Santa Rosa, Cal.	250 CP-1,000	DA	U	III-B
KGHF	Pueblo, Colo.	500	175	U	III-B
KID	Idaho Falls, Ida.	500 5,000—LS	200	U	III-B
KRNT	Des Moines, Ia.	1,000 5,000—LS CP-5,000—U	210 DA-N	U	III-A
WSMB	New Orleans, La.	5,000	228 DA-N	U	III-A
WADC	Akron, O.	5,000	DA	U	III-A
WORK	York, Pa.	1,000	175 DA-N	U	III-B
1360 KILOCYCLES					
KGB	San Diego, Cal.	1,000	175	U	III-A
WDRC	Hartford, Conn.	5,000	DA	U	III-A
WKAT	Miami Beach, Fla.	1,000	175	U	III-B
KSCJ	Sioux City, Ia.	1,000 5,000—LS CP-5,000—U	214 DA-N	U	III-A
WSAI	Cincinnati, O.	1,000 5,000—LS CP-5,000—U	250 DA-N	U	III-A
KRIS	Corpus Christi, Tex.	500 CP-1,000	204	U	III-A
KMO	Tacoma, Wash.	1,000 CP-5,000	175	U	III-A
WTAQ	Green Bay, Wis.	5,000	DA	U	III-A
1370 KILOCYCLES					
WCOA	Pensacola, Fla.	500 1,000—LS	175	U	III-B
*KDTH	Dubuque, Ia.	1,000	175 DA-N	U	III-B
KGNO	Dodge City, Kan.	250 1,000—LS	175	U	III-B
KGIR	Butte, Mont.	5,000	175	U	III-A
WFEA	Manchester, N. H.	500 1,000—LS CP-5,000—U	DA	U	III-B III-A
WFNC	Fayetteville, N. C.	250	150	D	IV
WSPD	Toledo, O.	5,000	175 DA-N	U	III-A
WPAB	Ponce, P. R.	1,000	175	U	III-A
KFRO	Longview, Tex.	1,000	185 DA-N	U	III-B
1380 KILOCYCLES					
†WTSP	St. Petersburg, Fla.	250 CP-500 CP-1,000—LS	175	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	190	U	III-A
KWK	St. Louis, Mo.	1,000 5,000—LS CP-5,000—U	DA	U	III-A
WAWZ	Zarephath, N. J.	1,000	DA	S-WBNX	III-A
WBNX	New York City	5,000	DA	S-WAWZ	III-A
*KBWD	Brownwood, Tex.	500	175	U	III-B
KTSM	El Paso, Tex.	500	175	U	III-B
WMBG	Richmond, Va.	5,000	175 DA-N	U	III-B
1390 KILOCYCLES					
KGER	Long Beach, Cal.	1,000	175	U	III-A
WGES	Chicago, Ill.	500 1,000—LS (Sundays) CP-5,000—U	175 DA	SH	III-B III-A
WQBC	Vicksburg, Miss.	1,000	175	D	III
WFBL	Syracuse, N. Y.	5,000	235 DA-N	U	III-A
KLPM	Minot, N. D.	1,000	185	U	III-A
KCRC	Enid, Okla.	250 (Proposed 1,000)	175	U	IV III-B
KSLM	Salem, Ore.	1,000	180	U	III-A
WCSC	Charleston, S. C.	500 1,000—LS (Proposed 1,000)	175	U	III-B III-A
†WTJS	Jackson, Tenn.	250 CP-1,000	DA-N	U	III-B

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1400 KILOCYCLES					
WMSL.....	Decatur, Ala.	250	150	U	IV
WAGF.....	Dothan, Ala.	250	150	D	IV
WJHO.....	Opelika, Ala.	100 250—LS	150	U	IV
KTUC.....	Tucson, Ariz.	250	150	U	IV
KELD.....	El Dorado, Ark.	250	150	U	IV
KFPW.....	Fort Smith, Ark.	250	150	U	IV
KRE.....	Berkeley, Cal.	250	175	U	IV
KIUP.....	Durango, Colo.	250	150	U	IV
KOKO.....	La Junta, Colo.	100	185	U	IV
WNEW.....	Stamford, Conn.	250	150	U	IV
WFTL.....	Ft. Lauderdale, Fla.	250	180	U	IV
WMBR.....	Jacksonville, Fla.	250	175	U	IV
WATL.....	Atlanta, Ga.	250	150	U	IV
WMGA.....	Moultrie, Ga.	250	225	U	IV
KRLC.....	Lewiston, Ida.	250	215	U	IV
WDWS.....	Champaign, Ill.	250	150	U	IV
WGIL.....	Galesburg, Ill.	250	150	U	IV
WEOA.....	Evansville, Ind.	250	150	U	IV
WKMO.....	Kokomo, Ind.	250	150	U	IV
WGRC.....	New Albany, Ind.	250	195	U	IV
KFGQ.....	Boone, Ia.	100	150	SH-D	IV
KVFD.....	Fort Dodge, Ia.	250	215	SH	IV
KTSW.....	Emporia, Kan.	250	180	U	IV
KVGB.....	Great Bend, Kan.	250	185	U	IV
WRDO.....	Augusta, Me.	100	150	U	IV
WCBM.....	Baltimore, Md.	250	150	U	IV
WHYN.....	Holyoke, Mass.	250	150	U	IV
WLLH.....	Lowell, Mass.	250	150	U	IV
WELL.....	Battle Creek, Mich.	250	150	U	IV
WHDF.....	Calumet, Mich.	250	185	U	IV
WJLB.....	Detroit, Mich	250	150	U	IV
WTCM.....	Traverse City, Mich.	250	150	U	IV
WMIN.....	St. Paul, Minn.	250	175	U	IV
WHLB.....	Virginia, Minn.	250	175	U	IV
WCBI.....	Columbus, Miss.	250	150	U	IV
WFOR.....	Hattiesburg, Miss.	100 CP-250	150	U	IV
KFVS.....	Cape Girardeau, Mo.	250	150	U	IV
KFRU.....	Columbia, Mo.	250	150	U	IV
KORN.....	Fremont, Neb.	250	190	U	IV
KENO.....	Las Vegas, Nev.	250	150	U	IV
KICA.....	Clovis, N. M.	100	175	U	IV
KGFL.....	Roswell, N. M.	100	150	U	IV
WABY.....	Albany, N. Y.	250	150	U	IV
WBNY.....	Buffalo, N. Y.	250	150	All hours except those WSVS operates	IV
WSVS.....	Buffalo, N. Y.	50	150	SH-D-WBNY	IV
WSLB.....	Ogdensburg, N. Y.	250	150	U	IV
WISE.....	Asheville, N. C.	250	150	U	IV
WCNC.....	Elizabeth City, N. C.	250	175	U	IV
WGBR.....	Goldsboro, N. C.	250	180	U	IV
WHKY.....	Hickory, N. C.	250	150	U	IV
WMFD.....	Wilmington, N. C.	100 250—LS	150	U	IV
KRMC.....	Jamestown, N. D.	250	180	U	IV
WMAN.....	Mansfield, O.	250	175	U	IV
WPAY.....	Portsmouth, O.	100 CP-250	150	U	IV
KTOK.....	Oklahoma City, Okla.	250	175	U	IV
WEST.....	Easton, Pa.	250	170	U	IV
WJAC.....	Johnstown, Pa.	250	150	U	IV
WDAS.....	Philadelphia, Pa.	250	185	U	IV
WARM.....	Scranton, Pa.	250	150	U	IV
WRAK.....	Williamsport, Pa.	250	180	U	IV
WCOS.....	Columbia, S. C.	250	190	U	IV
WORD.....	Spartanburg, S. C.	250	150	U	IV
KOBH.....	Rapid City, S. D	250	150	U	IV
WDEF.....	Chattanooga, Tenn.	250	150	U	IV
WJZM.....	Clarksville, Tenn.	250	150	U	IV
WHUB.....	Cookeville, Tenn.	250	150	U	IV
WKPT.....	Kingsport, Tenn.	250	150	U	IV
WHBQ.....	Memphis, Tenn.	100	150	U	IV
KLUF.....	Galveston, Tex.	250	175	U	IV
KIUN.....	Pecos, Tex.	100	150	U	IV
KGKL.....	San Angelo, Tex.	250	175	U	IV
KMAC.....	San Antonio, Tex.	250	175	S-KONO	IV
KONO.....	San Antonio, Tex.	250	150	S-KMAC	IV
KTEM.....	Temple, Tex.	250	175	U	IV
WBTM.....	Danville, Va.	100 250—LS	150	U	IV
WINC.....	Winchester, Va.	250	150	U	IV
KRKO.....	Everett, Wash.	50 CP-100 CP-250—LS	150	S-KEVR	IV
KWLK.....	Longview, Wash.	250	150	U	IV
KEVR.....	Seattle, Wash.	100	150	S-KRKO	IV
WBLK.....	Clarksburg, W. Va.	250	200	U	IV
WKWK.....	Wheeling, W. Va.	250	150	U	IV
WBTH.....	Williamson, W. Va.	250	150	U	IV
WATW.....	Ashland, Wis.	100	150	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1400 KILOCYCLES—Continued					
WRJN.....	Racine, Wis.	250	175	U	IV
WSAU.....	Wausau, Wis.	250	150	U	IV
KYAN.....	Cheyenne, Wyo.	250	190	U	IV
KVRS.....	Rock Springs, Wyo.	250	175	U	IV
KWYO.....	Sheridan, Wyo.	250	185	U	IV
1410 KILOCYCLES					
WALA.....	Mobile, Ala.	500 1,000—LS CP-5,000—U	190 DA-N	U	III-A
KERN.....	Bakersfield, Cal.	1,000	175	U	III-A
WNBC.....	New Britian, Conn.	1,000 CP-5,000—LS	DA	U	III-B
WING.....	Dayton, O.	5,000	175 DA-N	U	III-A
KQV.....	Pittsburgh, Pa.	1,000	185 DA-N	U	III-B
WKBH.....	La Crosse, Wis.	1,000 CP-5,000	200 DA-N	U	III-A
1420 KILOCYCLES					
KLRA.....	Little Rock, Ark.	5,000	215 DA-N	U	III-A
WHK.....	Cleveland, O.	5,000	205 DA-N	U	III-A
*WFCI.....	Pawtucket, R. I.	1,000	DA	U	III-B
KABR.....	Aberdeen, S. D.	500 1,000—LS CP-5,000—U	194 DA-N	U	III-A
WWSR.....	St. Albans, Vt.	1,000	175	D	III
†KUJ.....	Walla Walla, Wash.	100 CP-1,000	175	U	III-A
WPRP.....	San Juan, P. R. (†1520 kc.)	250	150	U	IV
1430 KILOCYCLES					
WIRE.....	Indianapolis, Ind.	5,000	244 DA-N	U	III-A
WARD.....	Brooklyn, N. Y.	500	180	S-WBBC, WLTH, WVFW	III-B
WBBC.....	Brooklyn, N. Y.	500	175	S-WARD, WLTH, WVFW	III-B
WVFW.....	Brooklyn, N. Y.	500	175	S-WARD, WBBC, WLTH	III-B
WLTH.....	New York City	500	175	S-WARD, WBBC, WVFW	III-B
KTUL.....	Tulsa, Okla.	5,000	238 DA-N	U	III-A
KLO.....	Ogden, Utah	5,000	DA	U	III-A
1440 KILOCYCLES					
WSFA.....	Montgomery, Ala.	500 1,000—LS	190	U	III-B
WROK.....	Rockford, Ill.	500 1,000—LS	200	U	III-B
WAAB.....	Boston, Mass.	1,000	250	U	III-A
WBCM.....	Bay City, Mich.	500 1,000—LS	175	U	III-B
KFJM.....	Grand Forks, N. D.	500 1,000—LS	175	U	III-B
KMED.....	Medford, Ore.	1,000	175	U	III-A
KGNC.....	Amarillo, Tex.	1,000 2,500—LS CP-5,000—LS	175	U	III-A
WHIS.....	Bluefield, W. Va.	500 1,000—LS	175	U	III-B
1450 KILOCYCLES					
WHMA.....	Anniston, Ala.	250	150	U	IV
WMSD.....	Muscle Shoals City, Ala.	250	150	U	IV
KGLU.....	Safford, Ariz.	250	175	U	IV
KMYC.....	Marysville, Cal.	100	150	U	IV
*KFMB.....	San Diego, Cal.	250	150	U	IV
KSAN.....	San Francisco, Cal.	250	150	U	IV
KGIW.....	Alamosa, Colo.	100	150	SH-KIDW	IV
KIDW.....	Lamar, Colo.	100	150	SH-KGIW	IV
*WNAB.....	Bridgeport, Conn.	250	150	U	IV
WILM.....	Wilmington, Del.	250	150	U	IV
*WWDC.....	Washington, D. C.	250	150	U	IV
WMFJ.....	Daytona Beach, Fla.	250	150	U	IV
WSPB.....	Sarasota, Fla.	250	180	U	IV
WGPC.....	Albany, Ga.	250	150	U	IV
*WMWH.....	Augusta, Ga.	250	150	U	IV
WKEU.....	Griffin, Ga.	100	150	U	IV
*WRLC.....	Toccoa, Ga.	250	150	U	IV
WGOV.....	Valdosta, Ga.	250	150	U	IV
KWAL.....	Wallace, Ida.	250	185	U	IV
WHFC.....	Cicero, Ill.	250	150	U	IV
WCBS.....	Springfield, Ill.	250	150	U	IV
WGL.....	Fort Wayne, Ind.	250	150	U	IV
WAOV.....	Vincennes, Ind.	100	150	U	IV
WOC.....	Davenport, Ia.	250	150	U	IV
KTRI.....	Sioux City, Ia.	250	150	U	IV
KVAK.....	Atchison, Kan.	100	175	U	IV
KWBG.....	Hutchison, Kan.	100	150	U	IV
*WHLN.....	Harlan, Ky.	250	150	U	IV
WLAP.....	Lexington, Ky.	250	150	U	IV
WPAD.....	Paducah, Ky.	250	185	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1450 KILOCYCLES—Continued					
WNOE	New Orleans, La.	250	180	U	IV
WAGM	Presque Isle, Me.	100	150	SH	IV
WMAS	Springfield, Mass.	250	240	U	IV
WJMS	Ironwood, Mich.	250	150	U	IV
WIBM	Jackson, Mich.	250	150	U	IV
WHLS	Port Huron, Mich.	250	190	U	IV
KATE	Albert Lea, Minn.	250	150	U	IV
KFAM	St. Cloud, Minn.	250	185	U	IV
WSLI	Jackson, Miss.	250	180	U	IV
WMBH	Joplin, Mo.	250	200	U	IV
KRBM	Bozeman, Mont.	250	175	U	IV
WFPG	Atlantic City, N. J.	250	150	U	IV
*NEW	Endicott, N. Y.	250	150	U	IV
WHDL	Olean, N. Y.	250	210	U	IV
WKIP	Poughkeepsie, N. Y.	250	150	U	IV
WGNC	Gastonia, N. C.	250	150	U	IV
WEED	Rocky Mount, N. C.	250	175	U	IV
WFMJ	Youngstown, O.	250	150	U	IV
KGFF	Shawnee, Okla.	250	200	U	IV
KORE	Eugene, Ore.	250	150	U	IV
KLBM	La Grande, Ore.	250	185	U	IV
KBPS	Portland, Ore.	100	150	S-KXL	IV
KXL	Portland, Ore.	250	150	S-KBPS	IV
WLEU	Erie, Pa.	250	150	U	IV
WAZL	Hazleton, Pa.	250	150	U	IV
*WMDF	Greenwood, S. C.	250	150	U	IV
KRBC	Abilene, Tex.	250	175	U	IV
KRIC	Beaumont, Tex.	250	175	U	IV
KDNT	Denton, Tex.	100	150	U	IV
KRLH	Midland, Tex.	100 CP-250	150	U	IV
KNET	Palestine, Tex.	100	150	D	IV
KABC	San Antonio, Tex.	250	150	U	IV
KCMC	Texarkana, Tex.	250	150	U	IV
WACO	Waco, Tex.	250	150	U	IV
KEUB	Price, Utah	250	175	U	IV
WCHV	Charlottesville, Va.	250	175	U	IV
*WMVA	Martinsville, Va.	100 250—LS	150	U	IV
WLPM	Suffolk, Va.	250	180	U	IV
WPAR	Parkersburg, W. Va.	100 CP-250	150	U	IV
KFIZ	Fond du Lac, Wis.	100	150	U	IV
1460 KILOCYCLES					
KINY	Juneau, Alaska	1,000	200	U	III-A
KSO	Des Moines, Ia.	1,000 5,000—LS CP-5,000—U	234 DA-N	U	III-A
†KGEZ	Kalispell, Mont.	1,000	DA	U	III-B
KGNF	North Platte, Neb.	1,000	175	D	III
WOKO	Albany, N. Y.	500 1,000—LS	175	U	III-B
WHEC	Rochester, N. Y.	500 1,000—LS	220	U	III-B
WBNS	Columbus, O.	1,000 5,000—LS	190 DA-N	U	III-B
WHP	Harrisburg, Pa.	1,000 5,000—LS	193 DA-N	U	III-B
WMPS	Memphis, Tenn.	500 1,000—LS	175	U	III-B
1470 KILOCYCLES					
WMBD	Peoria, Ill.	1,000 5,000—LS	205	U	III-B
WBIG	Greensboro, N. C.	1,000 5,000—LS CP-5,000—U	225 DA-N	U	III-A
WCBA	Allentown, Pa.	500	180	S-WSAN	III-B
WSAN	Allentown, Pa.	500	180	S-WCBA	III-B
KXYZ	Houston, Tex.	1,000	175	U	III-A
KELA	Centralia, Wash.	1,000	190	U	III-A
KDFN	Casper, Wyo.	1,000	210	U	III-B
1480 KILOCYCLES					
KIEM	Eureka, Cal.	500 1,000—LS	175	U	III-B
WAGA	Atlanta, Ga.	500 1,000—LS	240	U	III-B
KTBS	Shreveport, La.	1,000	175	U	III-B
WSAR	Fall River, Mass.	1,000	DA	U	III-B
KCMO	Kansas City, Mo.	1,000 5,000—LS	179 DA-N	U	III-B
KGCX	Wolf Point, Mont.	1,000	175	U	III-A
WHOM	Jersey City, N. J.	500 1,000—LS	230 DA-N	U	III-B
WGAR	Cleveland, O.	1,000 5,000—LS	233 DA-N	U	III-B
1490 KILOCYCLES					
WHBB	Selma, Ala.	100	150	U	IV
KYCA	Prescott, Ariz.	250	150	U	IV
KOTN	Pine Bluff, Ark.	250	150	U	IV
KXO	El Centro. Cal,	100	150	U	IV
KVOE	Santa Ana, Cal.	250	175	U	IV
KDB	Santa Barbara, Cal.	250	150	U	IV
WNLC	New London, Conn.	250	175	U	IV
WTMC	Ocala. Fla,	100	175	U	IV
WRDW	Augusta, Ga.	250	190	U	IV
WMOG	Brunswick, Ga.	100 250—LS	180	U	IV
WMJM	Cordele, Ga.	100 250—LS	180	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1490 KILOCYCLES—Continued					
WRGA	Rome, Ga.	250	150	U	IV
KTOH	Lihue, Hawaii	250	150	U	IV
*WKRO	Cairo, Ill.	250	150	U	IV
WDAN	Danville, Ill.	250	230	U	IV
WTMV	East St. Louis, Ill.	250	150	U	IV
WKBV	Richmond, Ind.	100	150	U	IV
*KBUR	Burlington, Ia.	250	150	U	IV
WKBB	Dubuque, Ia.	250	200	U	IV
WOMI	Owensboro, Ky.	250	180	U	IV
KPLC	Lake Charles, La.	250	150	U	IV
WJBK	Detroit, Mich.	250	150	U	IV
*WDBC	Escanaba, Mich.	250	150	U	IV
WKBZ	Muskegon, Mich.	250	190	U	IV
KDAL	Duluth, Minn.	250	150	U	IV
*NEW	Natchez, Miss.	250	150	U	IV
KDRO	Sedalia, Mo.	250	180	U	IV
*KONB	Omaha, Neb.	250	150	U	IV
KGKY	Scottsbluff, Neb.	250	150	U	IV
WBAB	Atlantic City, N. J	250	150	U	IV
KAWM	Gallup, N. M.	100	150	U	IV
KWEW	Hobbs, N. M.	100	180	U	IV
*WBTA	Batavia, N. Y.	250	150	U	IV
WNBF	Binghamton, N. Y.	250	200	U	IV
WOLF	Syracuse, N. Y.	250	150	U	IV
WKNY	Kingston, N. Y.	250	185	U	IV
WDNC	Durham, N. C.	250	225	U	IV
WGTC	Greenville, N. C.	250	220	U	IV
WSTP	Salisbury, N. C.	250	225	U	IV
KOVC	Valley City, N. D.	250	150	U	IV
WMRN	Marion, O.	250	150	U	IV
KBIX	Muskogee, Okla.	100 CP-250	150	U	IV
KBKR	Baker, Ore.	250	180	U	IV
KRNR	Roseburg, Ore.	100 250—LS	150	U	IV
*WERC	Erie, Pa.	100 250—LS	150	U	IV
WGAL	Lancaster, Pa.	250	150	U	IV
*WMRF	Lewistown, Pa.	250	150	U	IV
WWSW	Pittsburgh, Pa.	250	175	U	IV
WMRC	Greenville, S. C	250	150	U	IV
WOPI	Bristol, Tenn.	250	150	U	IV
KNOW	Austin, Tex.	250	150	U	IV
KBST	Big Spring, Tex.	100	180	U	IV
KNEL	Brady, Tex.	100 250—LS	150	U	IV
KGFI	Brownsville, Tex.	100 250—LS	150	U	IV
*KEYS	Corpus Christi, Tex.	250	150	U	IV
KSAM	Huntsville, Tex.	250	150	D	IV
KPAB	Laredo, Tex.	250	175	U	IV
KPLT	Paris, Tex.	250	175	U	IV
KGKB	Tyler, Tex.	250	175	U	IV
KVWC	Vernon, Tex.	250	175	U	IV
WSYB	Rutland, Vt.	250	175	U	IV
WSLS	Roanoke, Va.	250	150	U	IV
KPQ	Wenatchee, Wash.	250	195	U	IV
WGKV	Charleston, W. Va.	100	175	U	IV
*WIGM	Medford, Wis.	100	150	U	IV
1500 KILOCYCLES					
WJSV	Washington, D. C.	50,000	DA	U	I-B
KSTP	St. Paul, Minn.	50,000	DA	U	I-B
1510 KILOCYCLES					
WMEX	Boston, Mass.	5,000	DA	U	II
WLAC	Nashville, Tenn.	5,000 (Proposed 50,000)	225 DA-N	U	II I-B
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	200 DA	U	II I-B
1520 KILOCYCLES					
WHIP	Hammond, Ind.	5,000	DA	6 a.m. to LS Buffalo, N. Y.	II
WKBW	Buffalo, N. Y.	5,000 CP-50,000	250 DA	U	II I-B
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	225 DA-N	U	II I-B
†WPRP	Ponce, P. R.	1,000 5,000—LS	175	U	II
1530 KILOCYCLES					
KFBK	Sacramento, Cal.	10,000	235 (Proposed DA)	U	I-B
WCKY	Cincinnati, O.	50,000	DA	U	I-B
1560 KILOCYCLES					
WQXR	New York City	5,000 (Proposed 10,000)	DA	U	II
1590 KILOCYCLES					
WBRY	Waterbury, Conn.	1,000 CP-5,000	DA	U	III-A
*WALB	Albany, Ga.	1,000	DA-N	U	III-A
KITE	Kansas City, Mo.	1,000	175	U	III-A
WAKR	Akron, O.	1,000	DA	U	III-A
1600 KILOCYCLES					
KPMC	Bakersfield, Cal.	1,000	175	U	III-A
WCNW	Brooklyn, N. Y.	250 (Proposed 500)	175	S-WWRL (Proposed	IV III-B)
WWRL	Woodside, N. Y.	250 (Proposed 500)	175	S-WCNW (Proposed	IV III-B)

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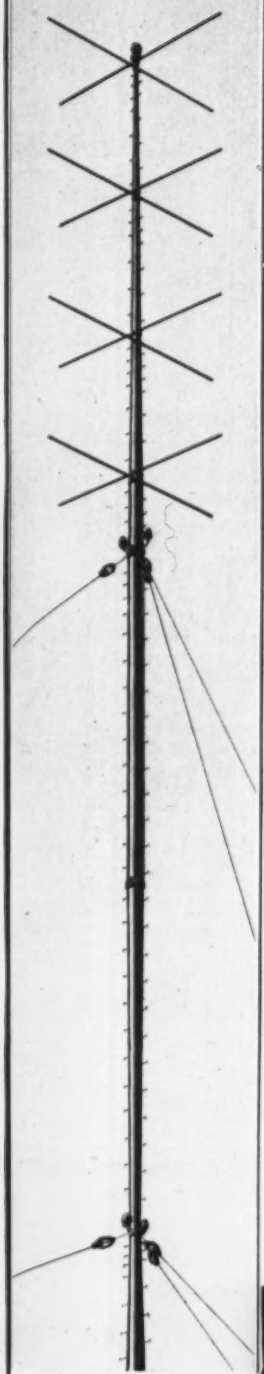

Write The Bass Construction Co., Cleveland, Ohio, for quotation on your antenna system completely erected, painted, and lighted. Enclose frequency, power, and height.

MONOTUBE VERTICAL RADIATORS

Plus F-M. High Gain Arrays

OFFER YOU THESE ADVANTAGES:

LONGER LIFE √ UNIFORM REACTANCE √ SIMPLE TO DISMANTLE AND MOVE √ GREATER STRENGTH WITH LESS WEIGHT √ 65 to 100 FEET BETWEEN GUY LEVELS √ EASY DELIVERY AND ERECTION √ LOW MAINTENANCE COSTS √ THE IDEAL UNIFORM CROSS SECTION √ √ √

★ ★ ★

• All Monotube Radiators are constructed of a series of guyed double-tapered hollow steel tubes designed and guaranteed to withstand pressures developed during a HURRICANE with wind velocities of 100 mph., a one-half inch ice load, and a temperature change of plus and minus 50 degrees Fahrenheit. To this is added a safety factor of 3.6 on the steel and 5.0 on the guy assemblies.

The articulated joint used between the sections prevents the transference of bending moments (introduced by wind) from section to section, thus placing the point of maximum stress in the center of each isolated section; the stress curve falling off to each end.

The taper used in the MONOTUBE sections follows this stress curve, placing the greatest diameter and most material in the center at the point of maximum stress and lessening the diameter and amount of material at the ends at the points of minimum stress.

Each MONOTUBE RADIATOR is individually engineered against power and frequency to properly sectionalize the guy cable assemblies against the eighth harmonic thus eliminating absorption, reflection, and directivity in the cables which would otherwise introduce serious distortion in the theoretical field pattern. Insulation in all cases is designed to maintain non-resonance in the guy cables during adverse weather conditions.

Our attention to these details in the guy-cable design makes the MONOTUBE RADIATORS the ideal units for Directional Antenna Systems.

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CLEVELAND, OHIO

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Log of Canadian Broadcast Stations

Call Letter List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As released by Radio Branch, Department of Transport, Dominion of Canada, Ottawa)

ABBREVIATIONS

D—Daytime. N—Night Time. DA—Directional Antenna

Call Letters	Location	Power in Watts	Frequency in Kc.	Class
CBA	Sackville, N. B.	50,000	1070	I-B
CBF	Montreal, Que.	50,000	690	I-A
CBJ	Chicoutimi, Que	100	1240	IV
CBK	Watrous, Sask.	50,000	540	I-A
CBL	Toronto, Ont.	50,000	740	I-A
CBM	Montreal, Que.	5,000	940	I-B
CBO	Ottawa, Ont.	1,000	910	III-B
CBR	Vancouver, B. C.	5,000	1130	I-B
CBV	Quebec, Que.	1,000	980	III-A
CBY	Toronto, Ont.	1,000	1010	II
CFAC	Calgary, Alta.	1,000	960	III-A
CFAR	Flin Flon, Man	100	1400	IV
CFCF	Montreal, Que.	500	600	III-B
CFCH	North Bay, Ont.	100	1230	IV
CFCN	Calgary, Alta.	10,000	1010	I-A
CFCO	Chatham, Ont.	100	630	IV
CFCT	Victoria, B. C.	500	1480	III-B
CFCY	Charlottetown, P. E. I.	1,000	630	III-A
CFGP	Grande Prairie, Alta.	250	1340	IV
CFJC	Kamloops, B. C.	1,000	910	III-A
CFLC	Prescott, Ont	100	1450	IV
CFNB	Fredericton, N. B	1,000	550	III-B
CFOS	Owen Sound, Ont.	100	1400	IV
CFPL	London, Ont.	1,000	1570	II
CFPR	Prince Rupert, B. C.	50	1240	IV
CFQC	Saskatoon, Sask.	1,000	600	III-A
CFRB	Toronto, Ont.	10,000	860	I-A
CFRC	Kingston, Ont.	100	1490	IV
CFRN	Edmonton, Alta.	1,000	1260	III-A
CHAB	Moose Jaw, Sask.	1,000	1220	II
CHCK	Charlottetown, P. E. I.	50	1340	IV
CHGB	Ste. Anne de la Pocatiere, Que.	100	1230	IV
CHGS	Summerside, P. E. I.	50	1480	IV
CHLN	Three Rivers, Que.	100	1450	IV
CHLP	Montreal, Que.	100	1490	IV
CHLT	Sherbrooke, Que.	100	1240	IV
CHML	Hamilton, Ont.	1,000	900	II
CHNC	New Carlisle, Que.	1,000	610	III-A
CHNS	Halifax, N. S.	1,000	960	III-A
CHRC	Quebec, Que.	100	1400	IV
CHSJ	St. John, N. B.	1,000	1150	III-B
CHWK	Chilliwack, B. C.	100	1340	IV
CJAT	Trail, B. C.	1,000	610	III-B
CJBR	Rimouski, Que.	1,000	900	II
CJCA	Edmonton, Alta.	1,000	930	III-A
CJCB	Sydney, N. S.	1,000	1270	III-A
CJCJ	Calgary, Alta.	100	1230	IV
CJCS	Stratford, Ont.	50	1240	IV
CJGX	Yorkton, Sask.	1,000	1460	III-A
CJIC	Sault Ste. Marie, Ont.	100	1490	IV
CJKL	Kirkland Lake, Ont.	1,000	560	III-B
CJLS	Yarmouth, N. S.	100	1340	IV
CJOC	Lethbridge, Alta.	100	1400	IV
CJOR	Vancouver, B. C.	1,000	600	III-A
CJRC	Winnipeg, Man.	1,000	630	III-A
CJRM	Regina, Sask.	1,000	980	III-B
CKAC	Montreal, Que.	5,000	730	II
CKBI	Prince Albert, Sask.	1,000	900	II
CKCA	Kenora, Ont.	100-N. 250-D.	1450	IV
CKCH	Hull, Que.	100	1240	IV
CKCK	Regina, Sask.	1,000	620	III-B
CKCL	Toronto, Ont.	1,000-DA	580	III-B
CKCO	Ottawa, Ont.	100	1340	IV
CKCR	Waterloo, Ont.	100	1490	IV
CKCV	Quebec, Que.	100	1340	IV
CKCW	Moncton, N. B.	100	1400	IV
CKGB	Timmins, Ont.	1,000	1470	III-B
CKLN	Nelson, B. C.	100	1450	IV
CKLW	Windsor, Ont.	5,000	800	II
CKMC	Cobalt, Ont.	50	1240	IV
CKMO	Vancouver, B. C.	1,000	1410	III-A
CKNB	Campbellton, N. B.	100	1240	IV
CKNX	Wingham, Ont.	100	1230	IV
CKOC	Hamilton, Ont.	500-N. 1,000-D.	1150	III-B
CKOV	Kelowna, B. C.	1,000	630	III-A
CKPC	Brantford, Ont.	100	1380	IV
CKPR	Port Arthur, Ont.	1,000	580	III-A
CKRN	Rouyn, Que.	250	1400	IV
CKSO	Sudbury, Ont.	1,000	790	III-B
CKTB	St. Catharines, Ont.	100 CP-1,000	1230 CP-1550	IV I-B
CKUA	Edmonton, Alta.	1,000	580	III-A
CKVD	Val d'Or, Que.	100	1230	IV
CKWX	Vancouver, B. C.	1,000	980	III-A
CKX	Brandon, Man.	1,000	1150	III-A
CKY	Winnipeg, Man.	15,000	990	I-A

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CANADIAN BROADCASTING CORPORATION

Log of Canadian Broadcast Stations

Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As released by Radio Branch, Department of Transport, Dominion of Canada, Ottawa)

ABBREVIATIONS

D—Daytime. N—Night Time. DA—Directional Antenna

Call Letter	Location	Power in Watts	Radiation mv/m	Class
540 KILOCYCLES				
CBK	Watrous, Sask.	50,000	250	I-A
550 KILOCYCLES				
CFNB	Fredericton, N. B.	1,000	150	III-B
560 KILOCYCLES				
CJKL	Kirkland Lake, Ont.	1,000	160	III-B

This assignment is agreed to between the United States and Canada as listed. Canada agrees to interpose no objection to an increase in the operating power of WFIL to 5 kw with the radiation to Kirkland Lake on the bearing 338 degrees not to exceed 392 mv/m unattenuated at one mile (that produced by a nondirectional 5 kw station having 175 mv/m at one mile for 1 kw). It is further agreed that the frequency 1220 kc will not be assigned within the United States for a reasonable time to permit assignment of CJKL to this frequency if the station should so elect. If subsequent investigations indicate the frequency 560 kc to be more desirable and CJKL elects to remain on this channel under the aforementioned conditions, further use of the frequency 1220 kc in the northeastern portion of North America will be the subject of further negotiations on the basis of established priorities.

580 KILOCYCLES				
CKUA	Edmonton, Alta.	1,000	125	III-A
CKPR	Port Arthur, Ont.	1,000	180	III-A
CKCL	Toronto, Ont.	1,000	DA	III-B
600 KILOCYCLES				
CJOR	Vancouver, B. C.	1,000	145	III-A
CFQC	Saskatoon, Sask.	1,000	150	III-A
CFCF	Montreal, Que.	500	125	III-B
610 KILOCYCLES				
CJAT	Trail, B. C.	1,000	185	III-B
CHNC	New Carlisle	1,000	150	III-A
620 KILOCYCLES				
CKCK	Regina, Sask.	1,000	175	III-B
630 KILOCYCLES				
CFCY	Charlottetown, P. E. I.	1,000	150	III-A
CFCO	Chatham, Ont.	100	125	IV
CKOV	Kelowna, B. C.	1,000	150	III-A
CJRC	Winnipeg, Man.	1,000	175	III-A
690 KILOCYCLES				
CBF	Montreal, Que.	50,000	250	I-A
730 KILOCYCLES				
CKAC	Montreal, Que.	5,000	165	II

This assignment is accepted by Mexico subject to a directional antenna if objectionable interference exists on the Mexican border as a result of the operation of this station at night.

740 KILOCYCLES				
CBL	Toronto, Ont.	50,000	250	I-A
790 KILOCYCLES				
CKSO	Sudbury, Ont.	1,000	150	III-B
800 KILOCYCLES				
CKLW	Windsor, Ont.	5,000	190	II
860 KILOCYCLES				
CFRB	Toronto, Ont.	10,000	150	I-A
900 KILOCYCLES				
CJBR	Rimouski, Que.	1,000	180	II
CHML	Hamilton, Ont.	1,000	DA	II
CKBI	Prince Albert, Sask.	1,000	165	II
910 KILOCYCLES				
CBO	Ottawa, Ont.	1,000	160	III-B
CFJC	Kamloops, B. C.	1,000	150	III-A
930 KILOCYCLES				
CJCA	Edmonton, Alta.	1,000	130	III-A
940 KILOCYCLES				
CBM	Montreal, Que.	5,000	172	I-B
960 KILOCYCLES				
CFAC	Calgary, Alta.	1,000	175	III-A
CHNS	Halifax, N. S.	1,000	160	III-A
980 KILOCYCLES				
CJRM	Regina, Sask.	1,000	160	III-B

KMBC permitted to continue operation with 5 kw power, unlimited time and the directional antenna now installed and on file with the Federal Communications Commission and the Department of Transport subject to the determination of actual interference to CJRM in accordance with the provision for such determination established by the Treaty. If interference is found to exist to greater than 4 mv/m, appropriate action by the Commission will be taken to require KMBC to reduce the radiation on the bearing 331 degrees to such an amount that the limitation at Regina does not exceed 4 mv/m.

CBV	Quebec, Que.	1,000	185	III-A
CKWX	Vancouver, B. C.	1,000	125	III-A
990 KILOCYCLES				
CKY	Winnipeg, Man.	15,000	155	I-A
1010 KILOCYCLES				
CFCN	Calgary, Alta.	10,000	170	I-A
CBY	Toronto, Ont.	1,000	195	II
1070 KILOCYCLES				
CBA	Sackville, N. B.	50,000	250	I-B
1130 KILOCYCLES				
CBR	Vancouver, B. C.	5,000	220	I-B

Reclassification of KWKH, 50 kw Class II station (Treaty provision) at Shreveport, Louisiana, to I-B acceptable so long as CBR, Class I-B station at Vancouver continues to operate with 1-B power as provided by the Treaty. When power of CBR is increased to 50 kw, classification of KWKH to be dependent upon interference received from CBR. If CBR is operated with directional antenna which provides satisfactory service to the British Columbia area and protects the service of KWKH as a I-B station in accordance with the Treaty, this classification may be continued.

1150 KILOCYCLES				
CKX	Brandon, Man.	1,000	150	III-A
CKOC	Hamilton, Ont.	500-N 1,000-D	125	III-B
CHSJ	St. John, N. B.	1,000	140	III-B
1220 KILOCYCLES				
CHAB	Moose Jaw, Sask.	1,000	125	II

This assignment is accepted by Mexico subject to a directional antenna if objectionable interference exists on the Mexican border as a result of the operation of this station at night.

1230 KILOCYCLES				
CJCJ	Calgary, Alta.	100	125	IV
CFCH	North Bay, Ont.	100	125	IV
CKNX	Wingham, Ont.	100	125	IV
CKTB	St. Catharines, Ont. (See 1550 kc.)	100	190	IV
CHGB	Ste. Anne de la Pocatiere, Que.	100	180	IV
CKVD	Val d'Or, Que.	100	125	IV

Call Letter	Location	Power in Watts	Radiation mv/m	Class
	1240 KILOCYCLES			
CFPR.....	Prince Rupert, B. C.	50	125	IV
CFBJ.....	Chicoutimi, Que.	100	125	IV
CKMC.....	Cobalt, Ontario	50	125	IV
CJCS.....	Stratford, Ont.	50	125	IV
CKCH.....	Hull, Que.	100	160	IV
CHLT.....	Sherbrooke, Que.	100	165	IV
CKNB.....	Campbellton, N. B.	100	125	IV
	1260 KILOCYCLES			
CFRN.....	Edmonton, Alta.	1,000	150	III-A
	1270 KILOCYCLES			
CJCB.....	Sydney, N. S.	1,000	190	III-A
	1340 KILOCYCLES			
CKCO.....	Ottawa, Ont.	100	125	IV
CKCV.....	Quebec, Que.	100	135	IV
CHCK.....	Charlottetown, P. E. I.	50	125	IV
CJLS.....	Yarmouth, N. S.	100	160	IV
CFGP.....	Grande Prairie, Alta.	250	190	IV
CHWK.....	Chilliwack, B. C.	100	125	IV
	1380 KILOCYCLES			
CKPC.....	Brantford, Ont.	100	135	IV
	1400 KILOCYCLES			
CJOC.....	Lethbridge, Alta.	100	125	IV
CFAR.....	Flin Flon, Man.	100	125	IV
CKRN.....	Rouyn, Que.	250	125	IV
CHRC.....	Quebec, Que.	100	125	IV
CKCW.....	Moncton, N. B.	100	160	IV
CFOS.....	Owen Sound, Ont.	100	125	IV
	1410 KILOCYCLES			
CKMO.....	Vancouver, B. C.	1,000	130	III-A
	1450 KILOCYCLES			
CKLN.....	Nelson, B. C.	100	125	IV
CKCA.....	Kenora, Ont.	100–N 250–D	165	IV
CHLN.....	Three Rivers, Que.	100	200	IV
CFLC.....	Prescott, Ont.	100	125	IV
	1460 KILOCYCLES			
CJGX.....	Yorkton, Sask.	1,000	160	III-A
	1470 KILOCYCLES			
CKGB.....	Timmins, Ont.	1,000	150	III-B
	1480 KILOCYCLES			
CFCT.....	Victoria, B. C.	500	180	III-B
CHGS.....	Summerside, P. E. I.	50	125	IV
	1490 KILOCYCLES			
CKCR.....	Waterloo, Ont.	100	130	IV
CFRC.....	Kingston, Ont.	100	190	IV
CHLP.....	Montreal, Que.	100	130	IV
CJIC.....	Sault Ste. Marie, Ont.	100	160	IV

It was agreed between the delegates from the United States and Canada that if an increase in power beyond that of a local station is contemplated for either CJIC or WSOO, the Department of Transport will advise the Commission, or vice versa, in order that the increase in power of either station may be considered in conjunction with that of the other.

	1550 KILOCYCLES			
CKTB.....	St. Catharines, Ont. (Construction Permit)	1,000	DA	I-B
	1570 KILOCYCLES			
CFPL.....	London, Ont.	1,000	DA	II

UP IN CANADA

30 NATIONAL ADVERTISERS CAN'T BE WRONG...

in using 40% of a CFRB working week, the year 'round!

Of course shrewd advertisers use CFRB to sell their wares in Canada's richest market! The figures prove it. But more important is the answer to the question "Why are more and more advertisers reaching this market over CFRB?" . . . Here are a few reasons:

1. CFRB is the key to an immediate audience that represents 29%of the population of Canada, and nearly 50% of its purchasing power!
2. CFRB's listening area includes 12 cities, 42 towns and 192,174 farm homes!
3. CFRB's monthly mail averages over 200,000 letters!
4. In a recent "survey" comprising 1600 personal interviews, 53.4% of the interviewees named CFRB their favourite station. *In fact, CFRB led the runner-up by nearly 2 to 1!*

CFRB is now in its 14th year of continuous service. Before placing your advertising in Ontario, Canada's *2½ billion* dollar market, get *all* the facts concerning CFRB—*the key to Ontario sales!*

AFTER MARCH 29—10,000 WATTS ON 860 KC.

CFRB The most popular station in Canada's richest market!
TORONTO

Advertising representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA
New York • Chicago • Boston
San Francisco • Los Angeles • Atlanta

Log of Mexican Broadcast Stations

Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

(As Released by the Government of Mexico, March 13, 1941)

DA—Directional Antenna

NOTE

Where two powers are shown, lower wattage represents operating power, higher represents authorized potential power. Class designation refers to authorized potential power.

Call Letters	City	Power in Watts	Class
	580 KILOCYCLES		
XEMU	Piedras Negras, Coah.	250	IV
	600 KILOCYCLES		
XEZ	Merida, Yuc.	2,000	III-A
	610 KILOCYCLES		
XEBX	Sabinas, Coah.	250 500	III-B
XERJ	Mazatlan, Sin.	600	III-B
	630 KILOCYCLES		
XEFB	Monterrey, N. L.	500	III-B
	660 KILOCYCLES		
XEBZ	Mexico, D. F.	100 500	II DA
	680 KILOCYCLES		
XED	Guadalajara, Jal.	1,000	II DA
	690 KILOCYCLES		
XEN	Mexico, D. F.	1,000 5,000	II
XEAC	Tijuana, B. C.	5,000	II
	730 KILOCYCLES		
XEDP	Mexico, D. F.	500 150,000	I-A
	790 KILOCYCLES		
XERC	Mexico, D. F.	500 1,000	III-A
	†800 KILOCYCLES		
XERA	Villa Acuna, Coah.	500,000	I-A

† Log does not indicate frequency for XERA, operated by Dr. John R. Brinkley; allocation approved at Washington conference in January lists a 150,000-watt station at Nogales on 800 kc.

	810 KILOCYCLES		
XEFW	Tampico, Tams.	300 5,000	II DA
	830 KILOCYCLES		
XELA	Mexico, D. F.	1,000	II
	860 KILOCYCLES		
XEMO	Tijuana, B. C.	5,000	II
XEUN	Mexico, D. F.	1,000 5,000	II
	900 KILOCYCLES		
XEW	Mexico, D. F.	100,000	I-A
	910 KILOCYCLES		
XEAO	Mexicali, B. C.	250	IV
	920 KILOCYCLES		
XEBH	Hermosillo, Son.	1,000	III-B
	940 KILOCYCLES		
XEQ	Mexico, D. F.	50,000	I-B
	950 KILOCYCLES		
XEGM	Tijuana, B. C.	2,500	III-A DA
	960 KILOCYCLES		
XEFE	Nuevo Laredo, Tams.	250 1,000	III-A
XEU	Veracruz, Ver.	500	III-B
XEHK	Guadalajara, Jal.	125 250	IV
	970 KILOCYCLES		
XEK	Mexico, D. F.	200 500	III-B
XEJ	Cuidad Juarez, Chih.	1,000 5,000	III-A
	980 KILOCYCLES		
XEFQ	Cananea, Son.	500	III-B
XEXT	Tepic, Nay.	1,000	III-A
	990 KILOCYCLES		
XET	Monterrey, N. L.	5,000	II
XECL	Mexicali, B. C.	1,000 5,000	II
	1010 KILOCYCLES		
XEBG	Tijuana, B. C.	500	II
	1050 KILOCYCLES		
XEG	Monterrey, N. L.	50,000 150,000	I-A
	1090 KILOCYCLES		
XERB	Rosarito, B. C.	50,000	I-B DA
XEHR	Puebla, Pue.	250	II
	1110 KILOCYCLES		
XEFO	Mexico, D. F.	5,000 20,000	II
	1140 KILOCYCLES		
XENT	Nuevo Laredo, Tams.	50,000	I-B DA
XEON	Tijuana, B. C.	2,000	II
	1150 KILOCYCLES		
XEJP	Mexico, D. F.	100 600	III-B
XEJS	Cananea, Son.	100 500	III-B
	1170 KILOCYCLES		
XECD	Puebla, Pue.	350	II
	1190 KILOCYCLES		
XELO	Tijuana, B. C.	10,000 50,000	I-B DA
	1220 KILOCYCLES		
XEB	Mexico, D. F.	20,000 100,000	I-A
	1250 KILOCYCLES		
XEAT	Parral, Chih.	250 600	III-B
XEH	Monterrey, N. L.	100 250	IV
XETF	Veracruz, Ver.	500	III-B
XEDK	Guadalajara, Jal.	250 500	III-B
	1260 KILOCYCLES		
XEL	Mexico, D. F.	250 750	III-B
XEBL	Culiacan, Sin.	500	III-B
XEBM	San Luis Potosi, S. L. P.	150	IV
XEDW	Minatitlan, Ver.	250	IV
XEBU	Chihuahua, Chih.	100	IV
XEBP	Torreon, Coah.	250	IV
XEDF	Nuevo Laredo, Tams.	250	IV
	1270 KILOCYCLES		
XEDL	Navojoa, Son.	500	III-B
XEFM	Leon, Gto.	20 100	IV
XEBC	Morelia, Mich.	100	IV
XEBA	C. Guzman, Jal.	20 250	IV
XEFV	C. Juarez, Chih.	50 100	IV
XEME	Merida, Yuc.	400 500	III-B
	1280 KILOCYCLES		
XEX	Monterrey, N. L.	500	III-B
XEE	Durango, Dgo.	50 100	IV
XEOX	Los Mochis, Sin.	250	IV
XELK	Zacatecas, Zac.	100	IV
XEBW	Chihuahua, Chih.	250 600	III-B
XERL	Colima, Col.	250	IV
XEAG	Cordoba, Ver.	250	IV
	1290 KILOCYCLES		
XEDA	Mexico, D. F.	200 1,000	III-A
XEAP	C. Obregon, Son.	50 100	IV
	1300 KILOCYCLES		
XEP	C. Juarez, Chih.	500	III-B
XES	Tampico, Tams.	100 5,000	III-A
	1310 KILOCYCLES		
XEC	Tijuana, B. C.	100	IV
XEHV	Veracruz, Ver.	1,000	III-A
XEAD	Guadalajara, Jal.	500	III-B
	1320 KILOCYCLES		
XEAI	Mexico, D.F.	500	III-B
	1330 KILOCYCLES		
XEKS	Saltillo, Coah.	100	IV
XEBO	Irapuato, Gto.	600	III-B
	1340 KILOCYCLES		
XELW	Guadalajara, Jal.	250	IV
XEDH	Villa Acuna, Coah.	200	IV
XEDK	N. Laredo, Tams.	100	IV
XEFZ	Coatzacoalcos, Ver.	250	IV
XECA	Tampico, Tams.	250	IV
XECW	Cordoba, Ver.	250	IV
XECF	Los Mochis, Sin.	150	IV
XEJK	Chihuahua, Chih.	100	IV
XEFC	Merida, Yuc.	100 250	IV
XEXS	Toluca, Mex.	75 100	IV
XEMA	Fresnillo, Zac.	100	IV
XEAA	Mexicali, B. C.	200 250	IV
	1350 KILOCYCLES		
XEQK	Mexico, D. F.	400 1,000	III-A
XETB	Torreon, Coah.	500	III-B
	1360 KILOCYCLES		
XEBI	Aguascalientes, Ags.	250	IV
	1370 KILOCYCLES		
XEMR	Monterrey, N. L.	500	III-B
XEAF	Nogales, Son.	750 1,000	III-A
XEA	Campeche, Cam.	250	IV
	1380 KILOCYCLES		
XEMX	Mexico, D. F.	100 500	III-B
	1390 KILOCYCLES		
XEM	Chihuahua, Chih.	500	III-B
XEAZ	Reynosa, Tams.	250	IV
	1400 KILOCYCLES		
XEAM	Matamoros, Tams.	250	IV
XEF	C. Juarez, Chih.	100	IV
XEAJ	Navojoa, Son.	100	IV
XEI	Morelia, Mich.	250	IV
	1410 KILOCYCLES		
XEBS	Mexico, D. F.	200 750	III-B
	1420 KILOCYCLES		
XEDS	Mazatlan, Sin.	500	III-B
	1430 KILOCYCLES		
XECZ	San Luis Potosi, S. L. P.	100 1,000	III-A
XEOK	Progreso, Yuc.	100	IV
	1440 KILOCYCLES		
XELZ	Mexico, D. F.	250 1,000	III-A
XEFI	Chihuahua, Chih.	1,000	III-B
	1450 KILOCYCLES		
XEY	S. L. Rio Colorado, Son.	250	IV
XECC	Zamora, Mich.	100	IV
XEBQ	Torreon, Coah.	100	IV
XEDJ	Magdalena, Son.	100	IV
XEFK	Merida, Yuc.	100	IV
XERK	Tepic, Nay.	100	IV
XEXE	Texcoco, Mex.	100	IV
XEBJ	C. Victoria, Tams.	100	IV
XEPP	Orizaba, Ver.	100	IV
	1470 KILOCYCLES		
XEAU	Tijuana, B. C.	250 5,000	III-A
XESM	Mexico, D. F.	500 1,000	III-A
	1490 KILOCYCLES		
XEJR	H. del Parral, Chih.	100	IV
XEDR	Guaymas, Son.	100	IV
XECH	Toluca, Mex.	250	IV
	1500 KILOCYCLES		
XERH	Mexico, D. F.	400 500	III-B
	1570 KILOCYCLES		
XEAW	Reynosa, Tams.	100,000	I-A
	1590 KILOCYCLES		
XEMC	Mexico, D. F.	200 5,000	III-A

BROADCASTING . . . TOPS WITH TIME BUYERS!

The Weekly Newsmagazine of Radio Broadcast Advertising

Log of Cuban Broadcast Stations

Frequency List Showing New Assignments Effective March 29, 1941 Under the Havana Treaty

Including Assignments to Haiti and the Dominican Republic

(As Approved by the Respective Governments)

ABBREVIATIONS

†—Present Authorized Power. D—Daytime. N—Night time. ST—Shares Time. DA—Directional Antenna.

Call Letters	City	Power in Watts	Class
	550 KC.		
CMW	Havana	2,500	III-A
	560 KC.		
CMKM	Manzanillo	250	IV
	570 KC.		
CHMI	Santa Clara	†10,000 15,000	II DA
	590 KC.		
CMCY	Havana	15,000	II DA
	600 KC.		
CMKV	Holguin	1,000	III-A
	620 KC.		
CMJK	Camaguey	250	IV
	630 KC.		
CMZ	Havana	†5,000 15,000	II DA
	690 KC.		
CMQ	Havana	25,000-D 15,000-N	II DA

This assignment of 25 kw. day and 15 kw. with directional antenna at night at Havana is accepted by Canada only on the distinct understanding that the directional antenna used protects the Canadian I-A assignment strictly within the provisions of the NARB Agreement, failing which the night power must be reduced to effect such protection.

	740 KC.		
CMK	Havana	250	II
CMJN	Camaguey	1,000	II
	790 KC		
CMBC	Havana	5,000-D 1,000-N	III-A
	800 KC.		
------	Holguin	1,000 (Reserved) **	II

This 1 kw. Class II assignment acceptable to Mexico without directional antenna unless interference results with secondary service of the Class I station on channel. If interference exists or the power is increased above 1 kw., directional antenna to protect Class I stations in accordance with the engineering standards of the Treaty to be required.

	810 KC.		
CMHQ	Santa Clara	5,000	II DA (Reserved) **
	830 KC.		
CMAX	Artemisa	250-D (Reserved) **	II

Assignment of 250 w. Class II station daytime only at Havana on a clear channel assigned to a Class I-A station in the U. S., acceptable to the U. S. without regard to signal of more than 5 uv. daytime only at the nearest border.

	860 KC.		
CMBL	Havana	5,000	†I DA

This assignment is accepted by Canada provided that the directional antenna used protects the Canadian I-A assignment as required by the terms of the NARB Agreement, failing which the night power must be reduced to effect such protection.

Call Letters	City	Power in Watts	Class
	900 KC.		
CMKS*	Guantanamo	250	II
	910 KC.		
CMCF	Havana	5,000	III-A
	920 KC.		
CMJL	Camaguey	5,000 (Reserved) **	III-A
	930 KC.		
CMKN	Santiago de Cuba	1,000	III-A
	950 KC.		
CMBZ	Havana	5,000-D 1,000-N	III-A
	960 KC.		
CMHN	Santa Clara	1,000 (Reserved) **	III-A
	970 KC.		
CMKU	Santiago de Cuba	5,000 (Reserved) **	III-A
	980 KC.		
CMCK	Havana	5,000	III-A
	990 KC.		
CMHT	Trinidad	250	II
	1000 KC.		
CMKW	Santiago de Cuba	†1,000 10,000	II
	1010 KC.		
CMX	Havana	10,000	I-B DA
	1050 KC.		
CMKG*	Santiago de Cuba	250	II
	1060 KC.		
CMCM*	Havana	250	II
CMJA*	Camaguey	250	II
	1090 KC.		
CMKX*	Banes	250	II
	1110 KC.		
CMBY*	Havana	250-D	II
	1130 KC.		
CMKH*	Guantanamo	250	II
	1150 KC.		
CMBQ	Havana	5,000-D 1,000-N	III-A
	1190 KC.		
CMCU*	Havana	250	II
	1220 KC.		
CMKO*	Holguin	250	II
	1230 KC.		
CMCO	Havana	250 ST-CMCW	IV
CMCW	Havana	250 ST-CMCO	IV
CMJE	Camaguey	250	IV
	1240 KC.		
CMGF	Matanzas	250	IV
	1250 KC.		
CMHO	Santa Clara	250	IV
CMKC	Santiago de Cuba	250	IV
	1260 KC.		
CMBF	Havana	5,000	III-A

Call Letters	City	Power in Watts	Class
	1270 KC.		
CMJM	Ciego de Avila	1,000	II
	1280 KC.		
CMHA	Sagua la Grande	250	IV
	1290 KC.		
CMCH	Havana	250 ST-CMCX	IV
CMCX	Havana	250 ST-CMCH	IV
CMKD	Santiago de Cuba	1,000	III-A
	1300 KC.		
CMAN	Pinar del Rio	1,000	III-A
CMJF	Camaguey	250	IV
	1310 KC.		
CMGN	Jovellanos	1,000	III-A
	1320 KC.		
CMHP	Placetas	250	IV
CMKE	Manzanillo	250	IV
	1330 KC.		
CMBG	Havana	1,500 ST-CMBS	III-A
CMBS	Havana	250 ST-CMBG	IV
	1340 KC.		
CMJC	Camaguey	250	IV
	1350 KC.		
CMHJ	Cien Fuegos	250	IV
CMKY	Puerto Padre	100	IV
	1360 KC.		
CMC	Havana	250 ST-CMOA	IV
CMOA	Havana	250 ST-CMC	IV

Assignments acceptable without regard to slight daytime interference with WKAT, 1 kw., Class III-B station at Miami, Fla. If more than 250 w power is proposed at any time, operation with a directional antenna or a different frequency assignment to be required giving protection to the U. S. stations in accordance with the engineering standards of the Treaty.

	1370 KC.		
CMAC	Guanajay	100	IV
CMJH	Ciego de Avila	250	IV
	1380 KC.		
CMHK	Cruces	250	IV
	1390 KC.		
CMCB	Havana	250 ST-CMBX	IV
CMBX	Havana	250 ST-CMCB	IV
CMKR	Santiago de Cuba	250	IV
	1400 KC.		
CMJW	Camaguey	250	IV
	1410 KC.		
CMHB	Sancti Spiritus	250	IV
	1420 KC.		
CMBD	Havana	†250 5,000 ST-CMCQ	IV III-A
CMCQ	Havana	250 5,000 ST-CMBD	IV III-A

Call Letters	City	Power in Watts	Class
	1430 KC.		
CMKZ	Palma Soriano	250	IV
	1440 KC.		
CMGH	Matanzas	†500 5,000	III-A
CMJI	Ciego de Avila	250	IV
	1450 KC.		
CMAB	Pinar del Rio	250	IV
CMHM	Cien Fuegos	250	IV
	1460 KC.		
CMCG	Havana	250	II
CMKQ	Santiago de Cuba	500	III-B
	1470 KC.		
CMGE	Cardenas	250	IV
CMJO	Ciego de Avila	250	IV
	1480 KC.		
CMHX	Santa Clara	250	IV
	1490 KC.		
CMOX	Havana	250 ST-CMCA	IV
CMCA	Havana	250 ST-CMOX	IV
CMKF	Holguin	250	IV
	1540 KC.		
CMBH	Havana	5,000	II
	1560 KC.		
CMHD	Caibarien	†250 1,000	II
	1580 KC.		
CMCJ	Havana	250 ST-CMCR	IV
CMCR	Havana	250 ST-CMCJ	IV
CMJQ	Neuvitas	250	IV

* This 250 w. Class II assignment acceptable to U. S. (or other affected nations) without directional antenna unless interference results with secondary service of the Class I station on channel. If interference exists or the power is increased above 250 w., directional antenna to protect Class I stations in accordance with the engineering standards of the Treaty to be required.

** The term "reserved" is understood to mean that the Cuban government intends placing stations designated on the channels mentioned.

DOMINICAN REPUBLIC

	950 KC.		
HIX	Ciudad Trujillo	1,000	III-A
	1090 KC.		
HIN	Ciudad Trujillo	150	II
	1350 KC.		
HIZ	Ciudad Trujillo	200	IV
	1470 KC.		
HISQ	Ciudad Trujillo	25	IV

HAITI

	1080 KC.		
HHK	Leogane	25,000	II DA
	1230 KC.		
HHW	Port au Prince	100	IV

Paul F. Godley

Consulting Radio Engineer

Phone
Montclair (N. J.) 2-7859

Definitions of Station Classes Under The Reallocation

As Contained in North American Broadcasting Agreement (Havana Treaty)

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable inteference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicability of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance of less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth.

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominion Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

McNARY & CHAMBERS

Radio Engineers

Washington, D. C.

National Press Building
Telephone DIstrict 1205

PAGE & DAVIS

Consulting Radio Engineers

WASHINGTON, D. C.

BROADCASTING
and
Broadcast Advertising

Vol. 20, No. 12 WASHINGTON, D. C., MARCH 31, 1941 $5.00 A YEAR—15c A COPY

Newspaper Stations Gird To Check FCC

Name Ethridge Chairman of Steering Committee Which Will Seek to Thwart Federal Regulatory Excesses

By SOL TAISHOFF

AN ALL-OUT CAMPAIGN against the FCC trend toward more rigid regulation of the business aspects of broadcasting, climaxed by its recent action to inquire into newspaper ownership of broadcast stations, was presaged last Friday—and a strongly organized block of newspaper-owned stations is prepared to take the leadership.

Drafting as its chairman Mark Ethridge, vice-president and general manager of the *Louisville Courier - Journal*, which operates WHAS, nearly 100 newspaper publishers identified with radio, and their attorneys and advisors, voted to set up a steering committee to chart future action, during a two-hour meeting at the Waldorf-Astoria, in New York.

The committee, to be named in a few days, will explore the situation provoked by the FCC's resolution of March 19, ordering an inquiry into newspaper ownership of stations. Whether there will be a formal organization will be determined later. Since the FCC has not yet set a date for the inquiry, or even announced the issues to be met, the procedure to be followed has not been determined.

Unlimited Power

Mr. Ethridge, regarded as perhaps the industry's outstanding personality, was given virtually unlimited powers in devising the course of action. He will name his own committee, probably of five or seven publishers or station operators and selected from each classification of newspaper and station groups with regard to geographical location. It was presumed that the committee will include such figures as John Cowles, executive of the *Des Moines Register & Tribune* and of the Iowa Broadcasting Co. stations; Roger Peace, publisher of the *Greenville (S. C.) News* and *Piedmont*, which operates WFBC; and Harold V. Hough, executive of the *Fort Worth Star-Telegram*, and of WBAP and KGKO.

After their discussions, behind closed doors, the group decided on the committee procedure. Immediate expenses will be paid by individual contributions of publishers until such time as agreement is reached on a permanent organization. The committee will not function under either NAB or the American Newspaper Publishers Assn., but probably will coordinate its activities with other industry groups.

Because the FCC now is operating on several separate fronts, aiming at fundamentals in commercial broadcasting, it is expected that eventually a coordinated plan of action will be decided upon. Aside from the Network Monopoly Report, now under active consideration, and the newspaper issue, the FCC also has opened the clear channel controversy by virtue of its action last Thursday authorizing duplication on the clear channel occupied by KOA, Denver [see page 10] and has reopened FM allocations to the point where confusion now exists. [BROADCASTING, March 24.]

Ethridge Called Again

Selection of Mr. Ethridge did not come as a surprise. Several times before he has been drafted to rally industry forces when crises developed. He served as the interim president of the NAB in 1938, prior to the designation of Neville Miller as the industry's first paid president. He was also instrumental in organizing Independent Radio Network Affiliates.

It is logically expected that the newspaper group will foster reappraisal of the Communications Act of 1934 by Congress, to determine whether the newspaper ownership issue, as well as other conflicts precipitated by recent FCC actions, are within the FCC's jurisdiction. The question of the FCC's jurisdiction over any business aspects of broadcasting long has been raised, and because of the existence of divergent views on this matter, the preponderant opinion at the meeting was that Congress should be asked to reappraise the existing law.

Since it is known that several Senators are contemplating introduction of legislation to reorganize the FCC [see page 46], the newspaper group unquestionably would seek to present its case to the appropriate committee, if hearings were called. Until the FCC fixes a date for its own inquiry into newspaper ownership, to determine future policy, the newspaper group will not formulate its plans for appearance before that body. More than likely, another meeting of newspaper stations will be called in advance of that time.

The temper of the meeting from the outset, it is understood, was that the newspaper ownership issue should be squarely met. Unlike past industry metings, the group present represented ownership of stations, rather than management.

FM Group to Meet

Another step in the coordinated plan will come this week, when FM broadcasters convene in New York. On April 2 FM Broadcasters Inc., under chairmanship of John Shepard 3d, president of Yankee Network, will convene at the Roosevelt Hotel in New York to examine the newspaper ownership order, which has had the effect of stymieing a dozen newspaper applications and construction permits for FM stations. In several instances, the stations were ready to go on the air.

The following day, the FM Program Research Committee, created several months ago to explore the possibility of establishing an FM network, will meet. This entire

Lever and Brown & Williamson To Be Sold by British Groups

Morgenthau Says Holders of Investments Must Sell Every Dollar of Securities in U. S.

BROWN & WILLIAMSON Tobacco. Co. and Lever Bros. Co., two of the largest individual users of radio time, will be sold before the end of the calendar year, under the plan for disposal of $900,000,000 of direct British investments in the Untied States.

It was learned both in Washington and New York that Brown & Williamson would be the first to go on the block, within a very short time. Last year B&W placed $2,972,755 with NBC and CBS and a considerable sum on spot. Indications that the tobacco company would be next on the list of large British holdings to be sold were strengthened by the arrival in New York of David Melville, a director of the British-American Tobacco Co. Ltd., owners of B&W. Mr. Melville, it is understood, is in the United States to confer with Sir Edward Peacock, who is in charge of the sale of direct British investments here. The B&W and Lever securities involved are not listed on stock exchanges.

It was learned at B&W headquarters in Louisville that company executives were uncertain as to the future ownership of the company. When the sale is consummated, it is considered certain in trade circles there would eventually be a shift in top personnel and possibly a realignment of agencies. At present, the B&W agencies are BBDO and Russel M. Seeds Co.

Lever, Also

While it is certain that Lever Bros. will be sold to provide dollar credit for the British Government, Wall Street circles say that because of its involved corporate structure, it is doubtful that negotiations for the huge deal will be completed as fast as those for B&W. During 1940 Lever Bros. placed $3,171,074 business with CBS and NBC, mostly with the former. In addition, the company owns Thomas Lipton & Co., a heavy user of spot time.

In agency circles it is felt that sale of the companies will come very soon. General consensus is that the present agency setup, consisting of Ruthrauff & Ryan, William Esty & Co., Young & Rubicam and J. Walter Thompson Co.,

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plan, it is understood, hinges upon newspaper grants as at present constituted, since the same dozen newspaper applicants are associated with this venture and numbered among the 40 participants.

The newspaper station meeting was convened by Cranston Williams, general manager of ANPA, who handled the preliminary arrangements purely as a courtesy matter. Mr. Ethridge promptly was elected temporary chairman and took over the gavel. The preliminary plans for the meeting were made by Harold Hough only last weekend, after the provocative inquiry order had been released by the FCC.

ANPA May Act

It is possible the newspaper group again will meet in New York during the ANPA annual meeting April 22-24. Originally, it had been suggested that the session be postponed until that time, but the issue was regarded as so urgent that the faster procedure was decided upon.

After a protracted discussion of the possible consequences of the FCC order, Mr. Cowles proposed that Mr. Ethridge be named permanent chairman and that he be authorized to designate his own committee and perfect a plan of procedure. This proposal promptly was adopted.

Among the newspaper publishers present at the session, in addition to those already mentioned, were George M. Burbach, *St. Louis Post-Dispatch* (KSD); Elzey Roberts, *St. Louis Star-Times* (KXOK); Jack Howard, Scripps-Howard Radio, Inc.; Gene Howe, O. L. Taylor and T. E. Snowden, Taylor-Howe-Snowden newspaper and station group (KGNC - KFYO - KRGV - KTSA); Samuel H. Kauffman, *Washington Star* (WMAL); Truman Green, *Tampa Tribune* (WFLA); Franklin D. Schurz, *South Bend Tribune* (WSBT); W. J. Pape, *Waterbury Republican* and *American* (WBRY); Charles J. Lewin, *New Bedford* (Mass.) *Standard Times*, (WNBH); George F. Booth and E. E. Hill, *Worcester* (Mass.) *Telegram* (WTAG); Gordon Gray, *Winston-Salem Sentinel* (WSJS); Mark Nicholl, associate publisher, Paul Block Newspapers, Pittsburgh (WWSW); P. S. Huber and Campbell Arnoux, *Norfolk Ledger-Dispatch* (WTAR); H. I. Shott, *Bluefield* (W. Va.) *Telegram* and *Sunset News* (WHIS); Walter J. Damm, *Milwaukee Journal* (WTMJ); Lawrence J. Stubbs, *Portland* (Me.) *Telegraph-Herald* (WGAN); H. Ponting and W. J. Scripps *Detroit News* (WWJ); A. H. Kirchhofer, *Buffalo Evening News* (WBEN); Don S. Elias, *Asheville Citizen-Times* (WWNC); A. N. Antrim, *Chicago Tribune* (WGN); Maj. E. N. Stoer, Hearst Radio Stations; J. I. Meyerson, Oklahoma Publishing Co. (WKY-KLZ-KVOR); John J. Runyon, *Dallas Times-Herald* (KRLD); H. K. Carpenter, *Cleveland Plain Dealer* (WHK-WCLE); B. Bryan Musselman, *Allentown Call* (WCBA-WSAN); Clair McCollough, *Lancaster Intelligencer-Journal* (Mason-Dixon Group); Mrs. W. P. Hobby, *Houston Post* (KPRC); W. T. Whitmire, WWNC.

Among others present at the session were Attorneys John C. Kendall, of Portland, Ore., and Paul M. Segal, Louis G. Caldwell, Arthur W. Scharfeld, Ben S. Fisher, John W. Guider, Frank B. Scott and William A. Porter, of Washington; NAB President Miller; ANPA General Manager Williams; Edward Petry; John R. Latham, of FM Program Research Committee; Dick Dorrance of FM Broadcasters Inc.; Frank Headley, Headley-Reed Co.; Norbert O'Brien, Gannett Newspapers.

* * *

'Crackdowns' Begin

That the Commission is already beginning to "crack down" on grants to applicants in which newspaper interests are involved, was manifested March 27 when it issued proposed findings approving a new local station in Jacksonville, Ill. [see page 10] and disapproving a rival application for the same facilities.

The 250-watt daytime station will go to a partnership of three men, none identified with newspapers. Another partnership—that of Helen L. Walton and Walter Bellatti—seeking the same facilities was recommended for rejection. It developed, though the Commission's press release did not say so, that Mrs. Walton is 48½% stockholder in the *Jacksonville Courier* and *Journal*, morning and evening newspapers, and that the primary reason for the rejection was her stockholdings.

At the Commission it was pointed out that similar action was taken several years ago in the case of rival applicants for the same facilities in Port Huron, Mich., one of whom was independent and the

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Press Interests Are Identified With 292 Out of 893 Stations

Analysis of Ownership Shows 44 Less Than 50% Owned, 14 Authorized But Not on the Air

AN ANALYSIS and recapitulation of newspaper interests involved in the ownership of broadcasting stations in the United States and its territories discloses that 292 standard stations out of the 893 now licensed or authorized for construction are identifiable in one way or another with various kinds of publishing endeavors, primarily daily newspapers but also including weeklies and trade journals.

In 44 of these stations, such publishing interests represent less than 50% ownership. Fourteen of the 292 stations are still in the construction permit stage, all of them having been authorized by the FCC and some now preparing to go on the air.

Transfers Held Up

Nine existing stations, in three of which newspaper interests are already represented, pend FCC action on applications for transfers in whole or part to publishing interests—transfers which, it may be presumed, will not be acted upon in view of the FCC's decision to suspend existing grants to FM stations in which newspapers hold interests [BROADCASTING, March 24].

It is a misnomer to refer to "newspaper ownership" since newspaper folk, which includes owners and editors of publications of various kinds, usually are represented as stockholders or partners in stations. Some stations are licensed directly to newspaper corporations, but for the most part the so-called "newspaper stations" are operated as separate corporate, partnership or personal entities.

The 1941 BROADCASTING *Yearbook* [pages 318-322] listed 293 stations identified with newspaper ownership, but these included transfers to newspaper interests pending FCC approval. Since Jan. 1, 1941 the FCC has granted four new stations with newspaper interests involved and there have been several other changes in the list.

Grants So Far This Year

The four new station grants of this year involving newspaper ownership, none yet in operation, are:

1. KBUR, Burlington, Ia.—Construction permit granted Feb. 5 to Burlington Broadcasting Co. for 250 watts on 1490 kc.; Tracy Garrett, publisher of *Burlington Hawk-Eye Gazette*, 25% stockholder.
2. KHMO, Hannibal, Mo.—Con-

(*Continued on page 39*)

CORNERSTONE FOR NEW NBC studios in Chicago was laid March 18 with pretty NBC singer Evelyn Lynne lending her smile and hand imprint to the occasion. Howard Luttgens, Central Division engineer (standing left) holds a tin box containing a record of the *Club Matinee* program which was sealed in the soundproof walls of the new studios. Kneeling is J. G. Strang, construction engineer, and Harry C. Kopf, manager of NBC Central Division, is in overalls at right.

NIB and ASCAP Negotiations Seen

Lafount Says Small Stations Cannot Pay More for Music

NATIONAL Independent Broadcasters is undertaking to negotiate individual contracts with ASCAP for over 100 of its member stations, according to Harold A. Lafount, president.

The small non-network station, he explained, is vitally concerned in the settlement of the music problem because, depending largely on records and transcriptions for its music, it will be forced to take licenses from both ASCAP and BMI. With its limited income, the small station cannot afford to pay the two organizations any more than it previously paid to ASCAP alone, he added.

NIB, Mr. Lafount went on, will ask both ASCAP and BMI to establish a clearance-at-the-source arrangement with transcription companies covering both library services and commercial recorded programs.

The organization also is asking that all manufacturers of transcriptions and phonograph records be required to show on the label of each disc the licensing authority for the music thereon. This would entail little effort for manufacturers but would save the stations a great deal of reference work, it was explained. It would also help stations avoid infringement since records of music for which they are not licensed could easily be segregated.

No negotiating committee has yet been appointed by NIB, Mr. Lafount said.

Hollywood Artists Halt Lever Series

LOUELLA PARSONS, movie columnist and m.c. of the new *Hollywood Premier* series sponsored on CBS by Lever Bros. Co. [BROADCASTING, March 10, 24], has agreed to end her "free talent" series on completion of the first 13 weeks of her contract.

Screen Actors Guild agreed to permit completion of the 13 weeks to avoid any contract repudiation, it is understood. Next Guild target, it was said, would be Kate Smith who has a four-week contract with Paramount in which the studio supplies guest talent. Motion Picture Relief Fund had joined SAG in protesting against the *Premiere* series as underselling talent. The Guild seeks to stop all use of free talent on radio programs.

The decision was announced by Miss Parsons after a conference March 27 with Richard Marvin, New York radio director of William Esty & Co.; Kenneth Thompson, executive secretary of SAG; Dr. Harry Martin, her husband and representative; Daniel Danker, Hollywood vice-president of J. Walter Thompson Co.

Open letters of protest to the program were sent by Jean Hersholt, president of Motion Picture Relief Fund, and Edward Arnold, president of Screen Actor's Guild.

Weber Says MBS Broadcasts Of Fights Will Start June 1

Discounts Reports that NBC May Be Able to Halt Arrangement With 20th Century Sporting Club

DISCOUNTING completely efforts of NBC to block the switch of the prize fights staged by Mike Jacobs' 20th Century Sporting Club from the Blue Network to MBS, Fred Weber, MBS general manager told BROADCASTING late last week that, "You may quote me at stating positively that MBS will broadcast the fights exclusively after June 1."

This statement is especially significant since earlier in the week NBC had notified Jacobs that he had bound his organization to deliver rights for the coming season to NBC and that NBC would hold him to that contract. NBC notified MBS and Gillette of this notice.

Last Wednesday MBS attorneys visited NBC for conferences, which adjourned with the understanding that a further meeting might be arranged.

Announcement, made by MBS March 21 [BROADCASTING, March 24], stated that contracts had been signed for the exclusive broadcast of all the club's fights for 52 weeks beginning June 1, with an option for the succeeding year, on MBS under the sponsorship of Gillette Safety Razor Co., Boston. For the past four years these bouts have been broadcast on NBC-Blue, with Adam Hat Stores, New York, as sponsor.

Advance Payment

Word that the fights had gone to MBS came as a complete surprise to NBC officials who had believed that they had an option on the 1941-42 season's bouts and it was learned that NBC had given Jacobs a check for $15,000 as an advance payment on those broadcasts. A notation to that effect, on the check, is said to be the only written evidence of such option, which had been verbally arranged with Jacobs. Contract covering the next year's fights was said to have been held up pending completion of the schedule of fights for the season.

At the club headquarters it was denied there was any agreement with NBC following the conclusion of the present contract on May 31. The $15,000 payment was described as a personal loan to Jacobs, which was said to have been repaid to NBC last week, shortly after the announcement of the switch in broadcasts.

The move to MBS and Gillette was said to be due solely to the offer of more money. No sum was mentioned, but the club spokesman stated that during the past few years NBC's fees had varied from $50,000 to $90,000 per season, depending on the fights scheduled during each year, and that for the coming season the club would receive "in the neighborhood of twice what we have been getting".

Leon S. Goldberg, advertising manager of Adam Hat Stores, declined to discuss the situation except to say that an announcement might be forthcoming by the middle of the week. Loss of the fights will mean a complete realignment of the company's advertising program, which had been built around the broadcasts.

During the last year blow-by-blow broadcasts in Spanish have been shortwaved to Latin America by Adam Hats in addition to the English broadcasts in the United States. A host of distributors in Central and South America have been secured as a direct result of these broadcasts and the company's export manager is now on his first trip into this new territory.

The shortwave broadcasts of the fights will be continued in the interests of Gillette razors, MBS said. Both WGEO, General Electric Co. shortwave transmitter in Schenectady, and WRUL, Boston international station, will probably send the descriptions to Latin American audiences. The domestic broadcasts will be carried by a minimum of 76 stations, with the full MBS network used for championship bouts, it was stated. Announcers have not yet been selected.

PYROTECHNICS still rent the ozone along New York's Radio Row as a result of the Great Contract Battle of The 20th Century (Sporting Club) MBS and NBC Blue are the contestants. It started when J. P. Spang Jr., president of the Gillette Safety Razor Co. (left) signed his name to a contract calling for exclusive broadcast rights to 20th Century Club's fights. Fred Weber, general manager of MBS (center) and Mike Jacobs, president of the club (right), negotiated the deal.

Accord on FCC Fund

THE INDEPENDENT offices Appropriations Bill, which carries a $4,259,729 appropriation for FCC operations during the 1942 fiscal year was approved March 19 by conferees of both Senate and House. The House approved the conference report last Thursday, and the Senate is expected to follow suit within a few days.

ASCAP Radio Committee Studies Fees; Frequent Meetings Are Held With MBS

ASCAP's radio committee has met almost continuously during the last week, endeavoring to work out a formula for the sale of the music controlled by ASCAP to the broadcasting industry on a per-program as well as a blanket license basis, as required by the Government consent decree accepted by the Society a few weeks ago.

Between private meetings of the committee members, the group has met frequently with representatives of MBS, authorized by Mutual stockholders to carry on discussions with ASCAP concerning a license covering the use of ASCAP music on the Mutual network [BROADCASTING, March 24].

No further meeting with the industry Committee of 15, appointed March 18 by the NAB board of directors has been scheduled by the ASCAP committee. The preliminary get-together of the two groups on March 20 closed with the understanding that upon notice from ASCAP that a tentative formula had been drawn up, the NAB committee would reconvene to go over the plan with the ASCAP group.

To date no such notice has gone out although at that time the ASCAP committee expected to be able to recall the broadcasters within ten days or two weeks.

Meanwhile, MBS executives are pushing this network's independent negotiations with ASCAP along as rapidly as possible. The full MBS committee, appointed at the board meeting March 21, met with the ASCAP committee in an all-day session the following day and since then Mutual's New York executives have conferred with ASCAP daily.

Having previously notified the NAB that it should not carry on any negotiations with ASCAP for MBS, this network is apparently sparing no effort to secure a beat on NBC and CBS by being the first network to arrange for a return of ASCAP music over its facilities.

Agency Man 'Dr. I. Q.'

JAMES McCLAIN, radio director of Grant Adv., with supervisory control of the Dallas, Chicago and New York offices of the agency, on March 1 replaced Lew Valentine as Dr. I. Q. on the Mars Candy Co. program of the same name. Mr. McClain took up his new studies at the Orpheum Theatre, Seattle, where the weekly NBC-Red program was originating. For the present, no one has been named to replace Mr. McClain as radio director of the agency. It is expected he will spend as much time as possible in Chicago, between shows, until a successor is named.

CAL KUHL, producer with J. Walter Thompson, New York, will go to Los Angeles this week to direct a new half-hour program starring Tommy Riggs & Betty Lou, sponsored by P. Lorillard Co., New York, for Old Gold.

Mitchell-Faust Is Named To Gen. Baking Account

GENERAL BAKING Co., New York (Bond bread), in line with the policy decided last fall [BROADCASTING, Nov. 1] of dividing the account among agencies to be handled individually in each sales territory, has appointed Mitchell-Faust Adv. Co., Chicago, for the Southwest Division, with the exception of New Orleans, which will be handled by Ivey & Ellington, Philadelphia.

The latter agency also has charge of the account in Pennsylvania, while Newell-Emmett Co., New York, handles the advertising in New York and New England. The Mitchell-Faust agency will continue in charge of Midwest Division advertising in addition to Southwest.

Gen. Foods Substitutes

GENERAL FOODS Corp., New York, will substitute *Regular Fellows*, a half-hour comedy sketch based on the comic strip of the same name, as a summer replacement, starting June 8, for the *Jell-O Program* starring Jack Benny heard on NBC-Red, Sundays, 7-7:30 p.m. Company has also decided to insert *Claudia*, dramatic sketch, in a half-hour of the *Kate Smith Hour* heard for Grape Nuts on CBS, Fridays, 8-8:55 p.m., when the latter program leaves the air for the summer sometime in June. Whether to fill in the rest of the hour with another show, or to use just the half-hour during the summer, has not yet been determined, according to Young & Rubicam.

Ontario on CBS

ONTARIO TRAVEL BUREAU, Toronto, will start a variety show April 20 on CBS to promote tourist travel. The show will be built around Ned Sparks and will be heard on 50 CBS stations, Sundays, 5:30-6 p.m. Agency is Walsh Adv. Co., Toronto.

Elmer Davis for C-P-P

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start sponsorship June 1 of Elmer Davis news commentaries on 95 CBS stations, 8:55-9 p.m., seven days a week, for Palmolive soap. Agency is Ward Wheelock Co., New York.

New Gulf Discs

GULF OIL Corp., Pittsburgh, will start in mid-May transcribed quarter-hour musical program to be heard twice weekly for Gulf Spray. Station list as well as the number of stations to be used has not yet been determined, according to Young & Rubicam, New York.

Kelvinator Dealer Discs

NASH-KELVINATOR Corp., Detroit, distributing one-minute transcribed announcements to dealers and distributors of Kelvinator refrigerators. Announcements in jingle form are on the discs which have been placed on about 60 stations by the dealers, according to Geyer, Cornell, & Newell, New York, the agency in charge.

CALIFORNIA State Assemblyman Harrison W. Call, of Redwood City, in a bill proposed before the Legislature asked that a State advertising and publicity commission be formed with a $1,000,000 a year budget. If the bill is passed radio will get its share of advertising to promote the state.

Clear Breakdown Is Seen in 830 kc. Award to WHDH

Split Vote Is Believed First Of Series; Appeal Likely

A NEW controversial front was opened by the FCC last Thursday with the adoption of a decision seen as the forerunner of a breakdown of clear channels through East-West Coast duplication.

Deciding one of the several "burning issues", the FCC, by a split 3-2 vote, adopted proposed findings granting the application of WHDH, Boston, to operate fulltime on the 830 kc. clear channel assigned to KOA, Denver. Commissioners Walker, Thompson and Payne voted for the breakdown, with Case and Craven dissenting and Chairman Fly and Commissioner Wakefield not participating.

Appeal Foreseen

Regarded as the first phase of a general move toward East-West Coast duplication, the ruling is destined to wind up in the Supreme Court. NBC, licensee of KOA, owned by General Electric Co., will seek a rehearing during the next 20 days, pursuant to Commission procedure. Following anticipated denial, NBC is expected to go to the Court of Appeals for the District of Columbia and, if necessary, to the Supreme Court.

With 25 Class I-A channels provided under the Havana Treaty agreement, observers foresee a gradual whittling away of clear channels through East-West Coast duplication and through possible placement of three stations on each such frequency.

Also pending is the application of WNYC, New York City municipally-owned station, for duplication on 810 kc., on which CBS-owned WCCO, Minneapolis, is the dominant station. It is predicted this case will probably be decided by the same vote.

Chairman Fly's failure to participate is viewed as the equivalent of a vote in favor of the breakdown. Commissioner Wakefield had not participated in the proceedings, having taken office only last week. Had Chairman Fly voted, there might have been a tie. His non-participation had been ascribed to insufficient knowledge of the issues, since he has been occupied with defense and other activities.

In the announcement adopting the proposed findings, originally reached Dec. 6, the FCC said it had amended the rules to permit more efficient use of the 830 kc. channel. Proposed operation of WHDH, which now operates daytime with 1,000 watts on the frequency, on a fulltime basis with 5,000 watts, "will not cause interference to the primary service of any station and any interference which such operation may reasonably be expected to cause to station KOA, Denver, will be limited to interference with intermittent reception upon receivers located in the eastern part of the United States, remote from the station," it said.

Philip J. Hennessey Jr., counsel for NBC, and the Clear Channel Group, represented by Louis G. Caldwell, had protested the proposed decision on procedural grounds. KOA and several other stations on the frequency had been denied petitions to intervene. Moreover, it was held amendment of the clear-channel rule should have been covered as a matter of fundamental policy.

At the time the proposed decision was issued, Commissioners Case and Craven handed down a strongly worded dissent in which they held that if one channel was broken down, it would be an easy matter to curtail the service of others through duplicated operation.

The anti-clear channel group has contended that at least three stations can be assigned each clear channel and that through use of directive antennas, minimum interference would be caused and more people would be provided service. Opponents, however, hold that the additional service would come only to adequately programmed metropolitan areas, financially capable of installing the new facilities, while rural population, now underserved, would be deprived of secondary service on the clear channels.

The Craven-Case dissent charged that aside from the technical dangers precipitated by the clear-channel breakdown, favorable action in the WHDH case would constitute a situation resulting ultimately in the establishment of "unsound policy for the Nation as a whole". They held that if the Commission desires to "degrade any or all of the few clear channels left, it would be better to do it in a way which benefits some of the underserved rural population, rather than any metropolitan area "already surfeited with radio service".

KANSAS CITY KILOCYCLE BALLET

Girls, and Pretty Ones, Too, (See Adjacent Sample), Aid Radio's Movin' Day

PROBABLY the most unique *Radio Movin' Day* promotion undertaken in any city in preparation for the March 29 reallocation was the "Kilocycles Ballet" staged March 22, in Edison Hall, Kansas City, before 300 dealers and servicemen under the auspices of the Kansas City area's seven broadcasting stations, set distributors and servicemen.

The program was under the chairmanship of William J. McDonnell, FCC inspector, with Donald Davis, president of WHB, as m.c. Mr. Davis conceived and directed the affair.

The ballet started as the curtains parted to reveal Miss WDAF "sitting pretty" on 610 kc. Over her "throne", as over the thrones of the girls representing all other stations, was surmounted the call letters and frequency of the individual station (photo is typical). Miss Red Network danced on the stage and beckoned to her companions who entered and danced a fast routine to the tune of "There'll Be Some Changes Made". Then the changes under the Havana Treaty took the stage.

While Miss WDAF continued to "sit pretty" on 610, Miss WHB was shown on 860—to be changed to 880. Miss Mutual Network danced a solo, then brought on the stage some favorite WHB artists, who joined in a waltz ballet routine.

Next came Miss KMBC on 950; Miss Columbia Network danced before her accompanied by some of the well known KMBC and CBS programs. Then Miss WREN took the spotlight, representing also KFKU with which WREN shares time; she was shown on 1220, but she was boosted to 1250, ending that bothersome "cross talk" with WDAF. Miss Blue Network danced for WREN, and then followed representations of WREN and Blue Network programs.

Miss KCKN followed, changing from 1310 to 1340, and for her Miss *Kansas City Kansan* danced along with favorite KCKN programs.

Next came Miss KCMO, on 1450, and moved to 1480 kc. Miss Crown

Drug danced on the stage to salute her, with symbolic programs accompanying.

Finally came Miss KITE on 1530, moved to 1590. The First National Television Twins danced for her, bringing along KITE programs and some more MBS features.

About this time the dancers who had been representing programs unmasked, and the whole thing wound up in a rousing finish with the dancers waving silver batons.

Talent, of course, came from the station staffs. Mr. McDonnell explained the Havana Treaty and how it works. Anson Hittle spoke as factory expert, and Erle Smith discussed the opportunities and responsibilities presented by the reallocation. The Kansas City Musicians Assn. furnished the orchestra.

Local Outlet in Illinois Is Tentatively Approved

A NEW station in Jacksonville, Ill. received FCC approval March 2[illegible] when it proposed to grant the application of Stephenson, Edge & Korsmeyer, seeking 250 watts daytime on 1150 kc. The proposed grant automatically precluded granting the same facilities sought by a rival applicant, Helen L. Walton and Walter Bellatti. The proposed grant was to the partnership of Hoban Stephenson, for the last 19 years teacher at the Illinois School for Blind; Milton Edge, local supervisor for A & P stores; and Edgar J. Korsmeyer, bookkeeper and account.

Both applications had been heard jointly last Sept. 4 and while both were found legally, technically and financially qualified, the Commission concluded Stephenson, Edge & Korsmeyer would serve the Jacksonville area better technically. Such proposed actions are tantamount to actual decisions but require later final ratification by the FCC.

New Newspaper Outlet To Open in Albany, Ga.

ANOTHER newspaper-owned radio station will go on the air April 15 when the new WALB, Albany, Ga., begins operating. The station was originally authorized as a 1,000-watt daytime outlet on 1530 kc., but under the Havana Treaty will get fulltime with 1,000 watts on 1590 kc. It is licensed to the Herald Publishing Co., publisher of the *Albany Herald*.

Ed Lord, manager, formerly of WFMJ, Youngstown, O., announced March 26 that Dick Oberlin, radio and newspaperman, has been appointed program director. Mr. Oberlin, onetime reporter with the *Akron Times-Press* and *South Bend Tribune*, was formerly an announcer with WHK, Cleveland, and WKBN, Youngstown, and recently has been with WFMJ, Youngstown and WMAN, Mansfield, O.

Screen Guild Home

A PERMANENT home for members of the motion picture industry was nearer realization following announcement on the CBS *Screen Guild Theatre* that enough money had been raised for a 40-acre site in San Fernando Valley outside of Hollywood. Jean Hersholt, president of the Motion Picture Relief Fund, and star of the *Dr. Christian* radio series, thanked Gulf Oil Co., sponsor, and stars who have donated their services to the program. In three years on CBS, the MPRF has received more than $800,000 from the sponsor and stars for the home agency. Agency is Young & Rubicam, New York.

Gulf Summer News

GULF OIL Corp., Pittsburgh (petroleum products), on April 27 will replace *Gulf Screen Guild Theater* heard on CBS, Sundays, at 7:30-8 p.m. with a half-hour roundup of the world's news from national capitals. *The Screen Guild Theater* will return to the air in the fall. Young & Rubicam, New York, handles the Gulf account.

REMEMBER WOR's STORY OF SATURDAY?★

BROADCASTING

SATURDAY IS A GOOD RADIO DAY

Morning, Especially, Is a Fine Time, Survey by WOR Indicates; Friday Biggest Pay Day

SATURDAY morning is one of the best available times for sponsors to schedule their programs, according to a study of that period just released by the sales promotion department of WOR, New York, under the title "Saturday—A Challenge That Is Also an Opportunity."

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 175% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

Among the reasons given as to why Saturday is a "radio opportunity" is the fact that people have more available cash that day, Friday being the biggest payroll day of the week. Purchases are planned Saturday morning, therefore, with 70% of all that day's shopping done in the afternoon hours.

Backing up this point, the survey points out that 40% of chain store purchases and 30% of independent grocery store sales are made each week on Saturday. With the creation of a five-day week, an "all-family" audience listens to the radio Saturdays, offering the advertiser a "greater range of program choice and greater freedom of copy appeal," as well as the chance to sell more than one member of the family.

The study also states there is less program competition on Saturday morning than any other morning of the week, so advertisers can choose programs varying from news to music and dramatic to variety programs. There are as many and sometimes more sets in use on Saturday as on any other weekday, the study proves.

Also contained in the 15-page booklet is a Saturday morning survey made by C. E. Hooper in 1940 which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.

VARIETY

SATURDAY MORNING POT-POURRI
With Danny Dee, Elton Britt, Tom Slater, George Hogan
45 Mins.
Participating
Saturday, 8:15 a.m.
WOR, New York

Group of assorted short programs is bunched from 8:15 to 9 a.m. every Saturday by WOR, New York, as a bid for local sponsors with limited budgets. There's no particular pattern for the individual shows, nor any specific length. But each follows a fairly definite formula by itself. Idea is that any stanza, or stanzas, are available for sponsorship, though the account taking any show of the group may not change the form or talent of that program. Thus the general outline of the group will remain the same. Public Service Transportation Co.s of N. J. began sponsorship of two portions of the show last week.

On a recent Saturday morning, the lineup included seven separate portions. Danny Dee opened with six minutes of little-known trivial fact, delivered in rapid-fire Irish brogue. Elton Britt followed with seven minutes of cowboy ballads with his own guitar accompaniment. Dee was back next for six minutes of what he called 'Handy-Andy' household hints. Then there was a current pop dance tune recording, in this case Al Donohue's orch playing 'Twist of the Wrist,' running five minutes. Tom Slater followed with five minutes of Hollywood fan gossip. Next was Danny Dee with four-minute adventure story sent in by a listener (incidentally, potently scripted). Final 12 minutes was tabbed 'Time to Muse' and offered George Hogan's philosophic poetry reading to a recorded orchestral background. There was a time announcement after each individual stanza.

Machine-gun succession of short programs provides brisk pace and heightens the entertainment content of the whole lineup. Venture is an original and promising move to meet a specific situation. It deserves to bullseye. *Hobe.*

now, we've programmed it to produce results!

"It deserves to bullseye," says VARIETY

★ WOR's "Story of Saturday" and complete details regarding this unique time and program buy, may be had on request by addressing—WOR, 1440 Broadway, in New York.

FCC Closely Checking New Allocations

Temporary Grants Given to Many Stations

EVERY frequency in the standard broadcast band from 550 to 1600 kc. is being monitored by FCC field stations, to check the operating assignments of stations on this Continent which switched frequencies under the North American reallocation at 3 a.m. last Saturday.

Subjected to particularly close scrutiny are the operations of Mexican stations because of pre-allocation confusion arising from conflicts in allocation lists [BROADCASTING, March 24]. Whether or not the so-called Mexican border stations continue operation is the primary quest of the FCC field force.

Mexican List

Following publication of a revised Mexican log, dispatched from the Communications Ministry in Mexico, considerable activity developed both in official Canadian and U. S. communications circles. This list was at variance with that agreed to at the technical engineering conference in Washington last January, at which it was definitely understood that Mexican border stations, such as Brinkley's XERA, at Villa Acuna, and Baker's XENT, at Nuevo Laredo, would be deleted. These stations appeared on the revised list published March 24.

Last weekend, the FCC and the State Department announced they had ascertained that the original list approved at the January sessions would remain intact, despite the known fact that at least two score of the stations listed actually were not built and could not operate from the locations specified.

Nevertheless, it was pointed out that the assignments specified [published in full in the March 10 issue of BROADCASTING] must be recognized for allocation purposes, even though some of the stations are non-existent. Thus, the original list, released early in March, is regarded in Washington as the official list, rather than that published in the allocation supplement to the March 24 issue of BROADCASTING.

Feverish efforts were being made to procure adherence to the original understanding, both by officials in this country and in Canada. A number of protests against the proposed border station assignments had been received and spurred FCC officials into action through diplomatic channels.

Following this development, both the FCC and the State Department announced that they had been informed of the approval by Mexico of the list drafted at the Jan. 14-30 conference.

"Thus," said the formal State Department announcement, "the lists of broadcast stations resulting from that meeting for Canada, Cuba, Mexico, and the United States have received the official approval of the respective Governments". The Department added that "the deepest satisfaction is felt at this further evidence of the complete understanding and cooperation which has prevailed in the North American region in matters pertaining to broadcasting and at this added assurance of the success of the North American Regional Broadcasting Agreement, Habana, 1937, which is to come into force in all of the countries concerned on March 29, 1941."

A limited number of extra copies of the Havana Treaty reallocation logs, published as a supplement to the March 24 BROADCASTING and showing all North American broadcast allocations effective March 29, are still available for distribution. Copies may be purchased from our headquarters or branch offices at 25 cents each, or 20 cents per copy in quantities of ten or more.

Wait and See!

Despite this, observers felt that the true situation, particularly with regard to Mexican assignments, could not be ascertained until well after the March 29 deadline. Actual physical removal of both Mexican and Cuban stations to the new locations, with the power specified, could not be accomplished by that time, it was pointed out.

Meanwhile, the FCC took the last formal steps in preparing for the reallocation last Tuesday, with the issuance of regular license renewals for some 600 standard broadcast stations, while temporary renewals were given another batch because of pending litigation and another 50 were given only temporary authority to operate with reduced power, pending submission of engineering data in connection with installation of directional antennas.

One surprise came in the FCC's renewal actions, handled at a single meeting March 24. Thirteen stations not only were given temporary renewals, but were designated for hearing because of litigation aspects. In six instances, stations were cited for hearing because of purported management contract or lease arrangements, which the FCC has had under scrutiny in connection with its Network Monopoly Report. The remainder were cited for hearing because of purported transfers of control in conflict with the requirements of Section 310 of the Communications Act.

Another two dozen stations were given temporary extensions of license because of pending matters involving their facilities. All the temporary extensions were without date, pending consideration and clearance of renewal applications in due course.

Set for Hearing

Stations designated for hearing because of management contract or lease considerations included KEX, Portland; KGA, Spokane; KGO, San Francisco; KOA, Denver, and WMAL, Washington. Set for hearing with temporary renewals because of pending matters regarding transfer of control were KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col.; WIBG, Glenside, Pa; WIBU, Poynette, Wis.; WTRY, Troy, N. Y., and WWNC, Asheville.

In allotting reduced power to the 50 stations, the FCC explained that all had been notified previously to furnish certain performance data, in order to be permitted to use the new frequencies on a regular basis. These stations, up to the time of the FCC action, had failed to comply; and to guard against possibility of interference, the Commission said it was necessary to order the reduced power, until compliance occurred. A number of the stations, it was thought, would receive authority to use regular power prior to the March 29 changeover.

The FCC gave a dozen stations holding special experimental authorizations renewals, pending further action. Four of these, WGN, Chicago; WHK, Cleveland; WLW, Cincinnati, and WOR, New York, constituted authority to transmit facsimile signals from midnight to sunrise.

KFAB, Lincoln, Neb.; KTBS, Hot Springs; KVOO, Tulsa; WAPI, Birmingham, and WBAL, Baltimore, were given special temporary authority to operate as at present on duplicated or synchronized procedures, pending clearing up fulltime assignments provided under the Treaty.

The FCC said that the reallocation will mean generally uniform shifts of 802 of the 893 stations in the country, according to final figures. It pointed out the chief benefit will be to eliminate or minimize interference now experienced on the Continent.

Between 550 and 720 kc., 91 stations will retain their present dial positions. Between 740 and 780 kc., 21 stations will be heard 10 kc. up the band; between 790 and 870 kc., 22 stations will be heard 20 kc. up; between 880 and 1470 kc., 633 stations will be heard 10 kc. up, while 11 will advance 40 kc.; between 1460 and 1490, 11 stations will be heard 40 kc. up; and on 1500 kc., 63 stations will move 10 kc. down. Only 41 stations will undergo shifts at variance with this pattern, the FCC said.

Procedure Is Simplified In Requests for Shifts

THE FCC announced March 5 that it will be unnecessary for applicants for standard broadcast stations to amend pending applications where the sole purpose of amendment is to request a different frequency from that specified in the application, in order to conform to the shift of frequencies made necessary by the North American Regional Broadcasting Agreement.

"To eliminate unnecessary paperwork," said the announcement, "the Commission will accordingly treat all pending applications as requesting the appropriate frequency under that Agreement instead of the frequency specified in the application, unless the applicant, by appropriate notice to the Commission, indicates a desire that his application be considered as requesting the particular frequency named therein.

"Amendment of application is necessary, however, where any change of directive antenna design on the new frequency is required."

WKBB Denial

WKBB, Dubuque, Ia., March 5 was denied its petition for rehearing of the FCC action last January granting the application of KDTF, Dubuque, for fulltime. The two stations were the principals in the so-called "free-competition" case decided by the Supreme Court last year, in which the survival of the fittest theory was upheld. The *Telegraph-Herald* station was granted fulltime on 1340 kc., with 1 kw.

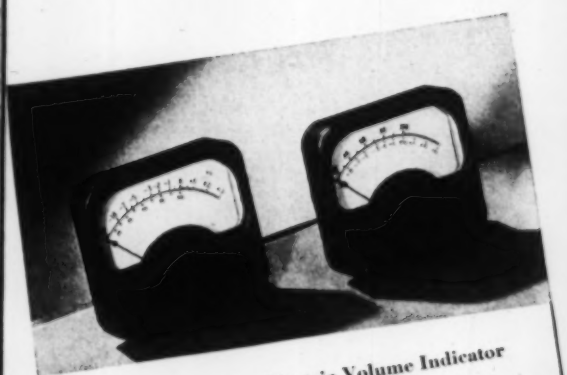
THEY WERE IN THE ARMY THEN

One of a Series

SERGEANTS THREE, these radiomen saw a variety of service in the Army during the last war. One is an agency executive, the second a network v.p., and the third is with an important station. If you can't recognize them here, turn to page 34.

IT CAN TAKE IT!

22D PORTABLE SPEECH INPUT EQUIPMENT FOR REMOTES OF EVERY KIND



Choice of Western Electric Volume Indicator Meters with vu or 0 to 100 scales.
(KS 8208 *Meter at left—KS 8218 Meter at right*)

More than ever this spring and summer you will need additional portable speech input equipment. The 22D is ready and waiting for you with a record of service and proved features which make it "your best bet."

It can take it because it has what it takes—rugged construction—deluxe appearance—high fidelity—AC or battery operation—4 mike mixers and master gain control and a choice of the "conference" type volume indicators and other improvements. One man can handle it with ease. It's easy to set up—simple to operate.

Start the season off right. Get full details from Graybar—or better still, order yours now.

Distributed by GraybaR

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

Western Electric ASK YOUR ENGINEER

RADIO TELEPHONE BROADCASTING EQUIPMENT

NAB Analyzes Questionnaires Covering Daylight Saving Time

Preference for a Universal Time Base Is Noted; Southwestern Agency Group Points to Losses

WITH the long days of summer fast approaching, the daylight-saving time question remains an active controversy, both in the broadcasting industry and the Federal Government. The proposal to establish universal daylight saving as a national defense measure, sponsored by Rep. McLean (R-N.J.), has not received much attention from Administration leaders in Congress and no chance of early action is in sight. Fresh evidences appear daily of industry concern over the necessity of establishing a uniform time-base for the whole country.

NAB Questionnaire

The NAB, which in mid-March sent questionnaires on the daylight saving time proposition to every station in the country, already has received some 400 responses and expects to get a cross-section of sentiment on the question among U. S. radio operators. Although no definite figures are available, it was indicated the industry desires a universal time-base, whether it be standard time as applying to railroad operations, or daylight saving time. Results of the survey, for which questionnaires were sent March 12, are expected within a few weeks, according to Paul F. Peter, NAB director of research.

Sentiments along this one-standard line were expressed March 18 by the Southwestern Assn. of Adv. Agencies in a letter to the three national networks. The organization maintained that while both the networks and individual stations suffered economically from the present seasonal readjustments arising from observance of daylight saving in the East, any movement to solve the problem "must obviously start with the national networks."

"There is little doubt that everyone in the advertising business—the networks most of all—lose thousands upon thousands of dollars annually because of this factor," the letter stated. "The point that many advertisers curtail their schedules just before daylight saving time becomes effective and resume schedules after standard time is reestablished is, of itself, significant. What this practice does to network schedules is mild when compared to the chaos experienced in connection with spot radio schedules."

Pursuing the purpose of his proposal (HR-3789) to establish universal daylight saving time for seven months each year, from the last Sunday in March to the last Sunday in October [BROADCASTING, Feb. 3, March 10], Rep. McLean last Sunday made a radio address on NBC-Blue. Maintaining that the purpose of his proposal, which would restore daylight saving on the same basis as during World War I, was to eliminate the conflict resulting from observance of daylight saving in some parts of the country and standard time in other areas, Rep. McLean traced the history and application of the daylight saving idea.

New KMYR, in Denver, To Take the Air in April

THE NEW KMYR, Denver, owned by F. W. Meyer, former general manager of KLZ, Denver, will begin operations early in April, but the date has not yet been set. Mr. Meyer will manage the outlet and has already selected most of his executive staff. The station will operate on 1340 kc. with 250 watts, and will have three complete studios, all adjoining a central control room.

Bob Lewis, chief engineer, formerly with the engineering department of Western Electric, is supervising installation of equipment, which will be Western Electric throughout. The transmitter is the one built especially for display and demonstration at the Golden Gate Exposition in San Francisco.

Patricia Burns Kidder, formerly KLZ continuity editor, has been named production manager. Standard Radio transcription library has been bought.

SAWYER-MANAGER of KGVO, Missoula, Mont., Art Mosby proves that he is capable of manual labor after felling a large pine at his cabin site on Flathead Lake, 75 miles north of Missoula. To the surprise of himself as well as the benevolent ghost of Paul Bunyan, he succeeded in laying the tree in the exact spot he had selected.

New Colgate Serial

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive soap), on March 31 will discontinue *Hilltop House*, quarter-hour daytime serial heard daily 4:30-4:45 (EST) on 81 CBS stations. In its place, the company will sponsor a new dramatic serial, *The Story of Bess Johnson*, at the same time and on the same number of stations. Ward Wheelock Co., Philadelphia, is agency.

RUDOLPH WURLITZER Co., Cincinnati (musical instruments), consistent user of spot radio, in August will move its executive offices to Chicago. Schwimmer & Scott, Chicago, is agency.

THE DAYLIGHT SAVING DILEMMA

Networks Find It Feasible To Use Whatever Time Prevails in New York and Chicago

EDITOR, BROADCASTING:

The editorial in your March 10 issue entitled "Universal DST?" is a pretty interesting one. I am sure most people in the radio business hope that we either get universal DST or no DST at all!

If we get it, however, on the same basis as in previous years—which means that important cities like New York and Chicago will have Daylight Saving, while many others will not—then I'm afraid there's really no sense in talking about the radio industry's staying on Standard Time.

No Choice

It isn't a matter of choice. The trouble lies not in the time on which radio schedules are operated, but on the fact that some cities go on Daylight Savings, and some do not. Once that damage is done, it makes no difference whether we operate on Standard Time or Daylight Time—we just have to change some people's listening habits! If we stay on Standard Time, then all listeners in New York, Chicago and most eastern cities, totaling about one-third of all the radio families in the United States, will have their program schedules as completely mixed up as do listeners in other parts of the country when we go over to Daylight Saving Time on the networks each year.

Furthermore, if the networks were to stay on Standard Time, while the cities where they are directed and managed go over to Daylight Saving, the staff would still have to observe Daylight Saving hours, and all program listings would have to be translated into terms of Daylight Saving for newspapers and magazines in the East, anyway.

And it would be rather interesting to see the reactions of the sponsors of 10 p.m. and 10:30 p.m. programs to having their programs broadcast at 11 p.m. and 11:30 p.m. *local time* in New York, Chicago and other Daylight Saving areas—which would happen if we stayed on Standard Time. Some of these advertisers might seek to change the time of their programs—and then the networks, the stations and the listeners would be just as badly off as ever, with schedules disrupted and all the old headaches presented in a slightly different package.

Obviously, from our standpoint, in the network field, since we are bound to cause havoc in one place or another, we naturally prefer to stay on New York-Chicago time, whether it goes Daylight or stays Standard!

E. P. H. JAMES
Promotion Manager, NBC

March 25. New York City

Campbell Soup Renews Four Network Programs

CAMPBELL SOUP Co., Camden, has renewed sponsorship of four CBS programs, *Martha Webster*, *Amos 'n' Andy*, *Lanny Ross* and *Fletcher Wiley*, for respective periods of 52 weeks each.

Martha Webster, dramatic serial, on 58 CBS stations, Monday through Friday, 11:15-11:30 a.m. (EST), with West Coast repeat 12 noon-12:15 p.m. (PST), has been renewed as of March 31. *Amos 'n' Andy*, on 61 CBS stations, Monday through Friday, 7-7:15 p.m. (EST), with West Coast repeat 8-8:15 p.m. (PST), and *Lanny Ross*, following on 57 CBS stations, Monday through Wednesday, 7:15-7:30 p.m. (EST), with West Coast repeat, 8:15-8:30 p.m. (PST), are also renewed effective that date.

Contract renewal of Fletcher Wiley, commentator, on 36 CBS stations, Monday through Friday, 2:30-2:45 p.m. (EST), is effective April 28. Ruthrauff & Ryan, New York, produces the Lanny Ross program, while the others are under supervision of Ward Wheelock Co., Philadelphia agency.

Hudnut Buys 'Showcase' On CBS Pacific Hookup

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), on April 1 assumes sponsorship of *Hollywood Showcase*, on 8 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KVI KFPY KROY), Tuesday, 9:30-10 p.m. (PST). First of the five "blue chip" sustaining programs which the CBS regional chain marked for sale approximately four months ago to be purchased by a sponsor, *Hollywood Showcase* will continue to "showcase" talented but little recognized professional, semi-professional and amateur artists.

Five are to appear on the program weekly, with two selected by a studio audience jury to carry over the following week. Jury's first choice receives a week's professional engagement at the Los Angeles Orpheum Theatre. Ken Niles continues as m.c., with Lud Gluskin, musical director, and Russ Johnston, CBS Pacific Coast network program director, as producer. Agency is Benton & Bowles, New York.

NBC War Disc Series Is Heard on 18 Stations

SYNDICATED series of 26 five-minute recorded programs of war news analysis, prepared by NBC Radio-Recording division, is heard twice weekly on 18 stations for local advertisers. Titled *The Face of the War, as Seen by Sam Cuff*, records are cut each week in New York and airmailed to stations. Mr. Cuff was aide with the British and Turks during World War I.

Current list includes: WSOC, Charlotte; KOA, Denver; WDAY, Fargo, N. D.; WTAL, Tallahassee; WBEO, Marquette, Mich.; WHLB, Virginia, Minn.; WFBG, Altoona; KRGV, Weslaco, Tex.; KVOS, Bellingham, Wash.; KTAR, Phoenix; WMBR, Jacksonville; WSJS, Winston-Salem; WCSC, Charleston; WHOP, Hopkinsville, Ky.; WPID, Petersburg, Va.; WATW, Ashland, Wis.; KECA, Los Angeles, and WMBG, Richmond.

Action THAT SPEAKS LOUDER THAN WORDS!

11,161 REPLIES IN 10 DAYS

To a Staff-Written Staff-Produced DRAMATIC SERIAL

Within 10 days "The Heart of Martha Blair," five-a-week dramatic serial written and produced by WKY's staff, drew 11,161 entries in a prize contest to name a doorstep baby, new character introduced into the script.

Such mass action is characteristic of WKY for two essential reasons: 1. WKY has mass listenership (a recent Ross-Federal survey showed WKY to have more listeners in Oklahoma City alone—morning, afternoon, and evening—than all three other Oklahoma City stations combined); 2. WKY produces programs which appeal to, attract, and hold its mass of listeners.

WKY

OKLAHOMA CITY

NBC-Red Affiliate

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS * KLZ, DENVER (AFFIL. MGMT.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

FCC to Scrutinize Lease of Stations

Sets Half-Dozen for Hearing For Management Contracts

REVIVAL of the FCC's move against management contract or lease operation of broadcast stations which got under way last year, was seen in its action March 24 setting for hearing a half-dozen stations presumably falling into that category. At the same time, seven other stations were set for hearing because of purported violation of Section 310 of the Communications Act, which requires FCC approval of transfers of licenses.

KEX, Portland, Ore.; KGA, Spokane, and KJR, Seattle, all on NBC networks, were cited under the purported lease-management contract provision. They originally were owned by NBC and leased to their present operators on a nominal fee basis.

Others Cited

KOA, Denver, 50,000-watter, is licensed to NBC, but originally was owned by General Electric Co., which, it is understood, owns the physical property. KGO, Oakland, is said to be in the same category, and likewise was cited for hearing.

WMAL, Washington Blue network outlet, owned by the *Washington Star* but licensed to NBC and leased to it, apparently was cited because of that arrangement. The station was leased to NBC a decade ago by M. A. Leese Optical Co., of Washington, but the station property subsequently was sold to the newspaper, which continued the leasehold arrangement.

Cited for purported transfer of control were WWNC, Asheville, N. C.; WTRY, Troy, N. Y.; KFPW, Fort Smith, Ark.; KGLU, Safford, Ariz.; KIDW, Lamar, Col. WIBU, Poynette, Wis., was set for hearing because of purported block sale of time to operators of auxiliary studios in various localities.

Lorillard Coast Test To Go National Later

P. LORILLARD Co., New York, for Old Golds, is sponsoring the weekly half-hour series on 6 NBC Pacific-Red featuring Tommy Riggs [BROADCASTING, March 17] as a summer test prior to its release nationally. Contract for 13 weeks starting April 17, Thursdays 9:30-10 p.m. (PST) was handled by J. Walter Thompson Co., New York. Cal Kuhl, agency New York radio supervisor, is being transferred to Hollywood to produce the series.

On April 6 the company, currently sponsoring for Sensation cigarettes the twice-weekly quarter-hour quizzes on 7 CBS Pacific stations, *Don't Be Personal* and *Talk Your Way Out of This One*, will merge them into a half-hour weekly program to retain the title *Don't Be Personal*. Time will be 9:30-10 p.m. (PST) and Lennen & Mitchell, currently servicing the Sensation account, will continue to produce. Stations are KNX KSFO KARM KOIN KIRO KVI KFPY.

RAY C. WAKEFIELD, of California, was officially inducted into office March 22 as a member of the FCC, succeeding the late Thad H. Brown. The new commissioner (left) is shown receiving the Presidential commission from his lifelong friend, Associate Justice Justin Miller (right) of the U. S. Court of Appeals for the District of Columbia, who administered the oath. Watching (center) is FCC Chairman James Lawrence Fly.

NAB Board Resolution Indicates Intent To Guard Against Regulatory Excesses

CLARIFICATION of the NAB's part in the regulatory moves by the FCC toward rigid control of business aspects of broadcasting, was made last Wednesday with the release of a resolution adopted March 18 by the NAB board of directors.

The release authorized the executive committee of six, and NAB President Miller, to "take appropriate action" to protect the interests of the industry against "legislative or administrative action" dealing with business aspects of broadcasting. The action stemmed from the FCC's consideration of the Network Monopoly Report, heralded as likely to impose additional restraints on broadcasting.

Mutual Dissent

Heretofore the NAB has taken no position in connection with the network monopoly procedure because of divergent views within the industry, since it represents all shades of industry opinion. The board at its meeting in New York March 18, overrode the opposition of MBS as reflected in the negative vote of Fred Weber, MBS general manager, in giving the executive committee blanket authority. Gene O'Fallon, KFEL, Denver, voted with Mr. Weber, while 23 other board members present voted in favor of the resolution.

Following adoption of the resolution, misunderstanding developed as to whether it was to be released. Mr. Miller had the impression, it is reported, that the resolution would not be published until the FCC had taken final action on the monopoly report. The release last Wednesday, however, came following an informal conference.

It is expected the executive committee, entrusted with the task of outlining procedure, will meet as soon as the FCC action becomes known. Final action on the report is not expected for several weeks. The FCC, however is shooting for an April 15 deadline.

Members of the executive committee, in addition to President Miller, are Edwin W. Craig, WSM, Nashville, and Paul W. Morency, WTIC, Hartford, representing big stations; Don Searle, KOIL, Omaha, and John A. Kennedy, WCHS, Charleston, W. Va., representing medium stations; and Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore, representing small stations.

The resolution follows in full text:

Whereas the philosophy of American broadcasting as expressed in decisions of the Supreme Court of the United States and the applicable statutes, envisages control of programs, of business management and of policy in the broadcaster and not subject to the supervisory control of the government:

Now therefore be it resolved: That in order to preserve freedom of radio in accordance with the pattern of democracy, the board of directors go on record as opposing any legislative or administrative action which directly or indirectly impairs the rights (which it believes to be guaranteed by statute), of broadcasters to have complete control of programs and program material, business management and operating policies, and further goes on record as being in favor of any legislative or administrative action which strengthens such rights.

And be it further resolved: That the president and executive committee be directed to take appropriate action to the end that such rights may be adequately protected.

Wrigley Discs

WILLIAM WRIGLEY Jr. Co., Chicago (Spearmint gum), on March 24 started a campaign of undetermined length on WAAB WCOP WHDH WMEX WNAC WORL WESX, using a total of 250 transcribed announcements a week. Agency is Arthur Meyerhoff & Co., Chicago.

ROCKEFELLER FUND AWARDED $77,220

THREE grants totaling $77,220, directly concerned with radio broadcast studies and development, were made during 1940 by the Rockefeller Foundation, according to a March 21 announcement in his annual report by Raymond B. Fosdick, president of the Foundation. In addition to these grants, two others amounting to $20,000 each were made for studies including radio with other media.

According to President Fosdick's review of 1940, a grant of $23,320 was made to the Library of Congress to conduct studies in production technique by producing programs based on the cultural and historical material available through the Library; $18,500 to the Rocky Mountain Radio Council to investigate the utility and value of special broadcast service for thinly settled areas; $35,400 to Columbia U for studies of radio listening under the direction of Prof. Paul F. Lazarsfeld.

The Foundation also granted $20,000 to the Library of Congress to establish an office, directed by Dr. Harold D. Lasswell, for general studies of radio broadcasts, the press and other media. Another $20,000 grant went to the Princeton U School of Public & International Affairs to continue the public opinion research project formerly directed by Prof. Hadley Cantril.

Chase & Sanborn Adding New Talent to McCarthy

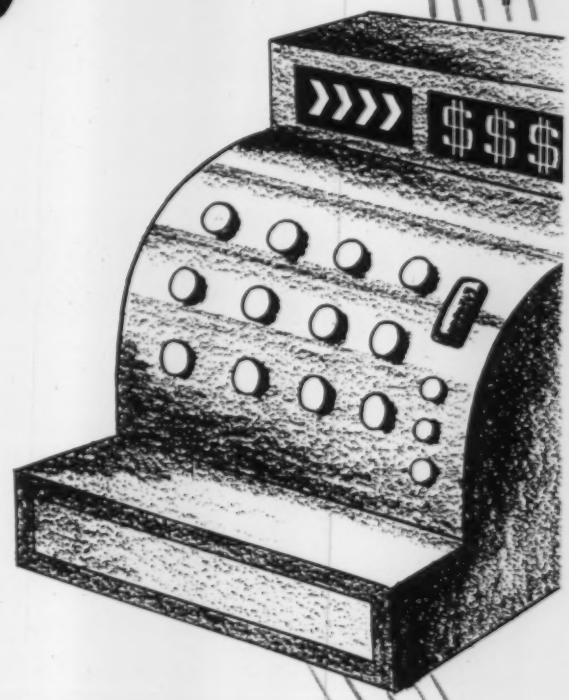
STANDARD BRANDS, New York (coffee), currently sponsoring the weekly half-hour *Chase & Sanborn Show* on 78 NBC-Red stations, Sunday, 8-8:30 p.m. (EST), on April 6 adds Bud Abbott and Lou Costello, comedy team, to the cast on a 13-week contract. The following week, April 13, Dinah Shore is scheduled to join the program as an added featured vocalist, switching over from the NBC *Time to Smile* with Eddie Cantor, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), if her contractual arrangements have been ironed out.

Guest talent policy of the *Chase & Sanborn Show* is unaffected by the additions. Edgar Bergen with his Charlie McCarthy, will continue to be featured. Donald Dickson remains as vocalist, with Robert Armbruster, musical director, and Ben Alexander, announcer. Maurice Holland is the J. Walter Thompson Co. Hollywood producer. Ned Tollinger represents the network. Joe Bigelow is agency script writer.

Wilson Spots

WILSON & Co., Chicago (Ideal Dog Food), during the first week in April starts a varying schedule of three to six-weekly participating announcements and five to 15-minute programs on 17 stations. Wherever available, company will sponsor the news broadcasts. Contracts are for 13 weeks. Stations selected include WIND WSB WGR WMAQ WLW KRLD KTSM KTRH WMC WTMJ WNEW WOW KDKA WOAI WGY KMOX WADC. Agency is U. S. Adv. Corp., Chicago.

CASH REGISTER *Music*



More than 21,000 box tops and dimes were received in ten days by a one-quarter-hour afternoon advertiser. Another KOA campaign sent 25,232 women into grocery stores to get a club membership card. . . A KOA advertiser started off with a supply of 72,000 premiums. After KOA went into action he ordered 240,000 more premiums . . .

KOA plays this sort of cash register music regularly and its ringing notes have sounded in the ears of makers of all kinds of products.

We have more specific examples to show you how KOA can please your ears with the same kind of music. We'll gladly show them to you at any time you say.

50,000 WATTS **KOA** NBC RED NETWORK

First in Denver

GENERAL ELECTRIC STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Ring and Clark Form Engineering Firm

Leave FCC After Active Radio Careers

AFTER a dozen years in Government service, Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting, last Saturday announced his resignation to engage in consulting engineering practice in Washington.

Ralph L. Clark, senior radio engineer in the broadcast division, also resigned to become a partner in the new firm of Ring & Clark. Offices are in the Munsey Bldg.

Mr. Ring, it is understood, had planned leaving the FCC for some time, but withheld announcement until the standard broadcast reallocation was operative, after several years of preparation. The resignations will not become effective until accumulated leaves have expired, unless the engineers forego the leaves prior to that date.

Mrs. Helvi Mustaparta Terry, secretary to Mr. Ring for the last decade, also has resigned to join the firm as office manager.

Several Vacancies

Appointment of Mr. Ring's successor is not expected immediately. Several other executive vacancies on the FCC staff have existed for months. It is presumed Mr. Ring's successor will not be named until his leave has expired. George P. Adair, senior broadcast engineer under Mr. Ring, is likely to be named acting assistant by Chief Engineer E. K. Jett.

While no names yet have been advanced for Mr. Ring's post, it was thought several senior engineers on the FCC staff would be considered. Among these, in addition to Mr. Adair, are George E. Sterling, assistant chief of the field section engineering department; Maj. Edwin L. White, engineer in charge of aviation, police and other point-to-point services; and Gerald C. Gross, engineer in charge of the International Division.

One of the best-known figures in radio, Mr. Ring has been identified with every allocation development since 1929, when he first joined the Federal Radio Commission, predecessor of the FCC, which had been created in 1927. He has been assistant chief engineer in charge of broadcasting since 1934.

Tiein With DeWitt

Both Mr. Ring and Mr. Clark were active in the studies preparatory to the March 29 reallocation. Mr. Ring participated in the 1937 Havana conferences as principal technical advisor and headed the subcommittee which devised the allocations. He was largely responsible for engineering standards adopted by the FCC several years ago, technical basis for the allocations.

The new consulting engineering firm has arranged with Jack H. DeWitt Jr., chief engineer of WSM, Nashville, and a consulting engineer, to handle field measurements and produce precision equipment. Field studies for the firm will be made by Mr. DeWitt's organization.

Every change in technical status of a broadcast station, which includes FM, television, facsimile and related services not identified with common carrier pursuits, has passed over Mr. Ring's desk.

He was born on a farm in Franklin, Tenn., in 1899, attending Middle Tennessee Normal School at Murfreesboro, and followed his three brothers to Tennessee U in 1919. He spent his spare time tinkering around in radio and things electrical, paying his way through school.

At the university young Ring became a radio "manufacturer" by assembling composite sets from parts bought in bulk. He sold about 150 sets and also manufactured equipment for amateurs and otherwise served as a radio serviceman.

In 1924, still at the university, he installed a "superpower" 50-watt transmitter at Knoxville, Tenn., for the First Baptist Church. It's call was WFBC, the progenitor of the WFBC now at Greenville, S. C., where it was subsequently moved.

ANDREW D. RING

RALPH L. CLARK

Ship News Ban

RADIO STATIONS were urged on March 24 not to report movements of British ships sent to this country for repairs. The suggestion was made by Secretary of Navy Frank Knox in a statement to all media, including newspapers and picture services. "Such information would be of inestimable military value to enemies of a country whose defense the President deems vital to the defense of the United States," he declared.

The same year, when General Electric Co. made its annual scouting expedition for likely engineering talent at colleges, it picked up Mr. Ring. He went to Schenectady as a member of the student training corps, working with Joseph A. Chambers, consulting engineer in Washington; A. B. Chamberlain, CBS chief engineer; I. R. Baker, chief of transmitter sales of RCA, and Harold Vance, Philadelphia consulting engineer.

High Power

At WGY, young Ring installed the first automatic crystal control. Next, he went into high-power broadcast transmission, operating WGY during early morning hours with 50,000 to 400,000 watts. He installed the original 50,000-watt transmitter for WEAF in 1927, and for WENR the following year. Among his other installations were WHAS, Louisville, and a 5,000-watt station in Toronto, Canada.

In 1928, he was in charge of development of a 5,000-watt television transmitter for GE. He developed several patents including the modulation meter now in general radio use, a system of neutralization for tubes to eliminate the whistle in amplification stages and supermodulation methods.

Mr. Ring was called to the FCC in July, 1929, as a senior radio engineer and was assigned to broadcasting. Three years later he was promoted to principal engineer and in 1934 became assistant chief.

He lives in suburban Washington. In 1933 he married Anne Appel. They have a son 5, and a daughter, 3.

Mr. Clark was born June 2, 1908, near East Jordan, Mich. He attended high school at East Jordan and was graduated from Michigan State College with a B.S. degree in electrical engineering.

At school he operated WKAR, college broadcast station, parttime during 1927 to 1930, paying his way. Upon graduation, he joined the radio division of the Department of Commerce, now the field force of the FCC, as radio inspector at Detroit. Since August, 1935, he has been with the engineering department under Mr. Ring, and was rated as senior engineer in the broadcast division.

Mr. Clark has worked as Mr. Ring's chief aide on broadcast allocation matters particularly in connection with the Havana Treaty allocations and with the standards of good engineering practice. He participated in the final engineering conference on NARBA, held in Washington Jan. 14-30.

The Clarks, who live in nearby Arlington, Va., have three children, Roy, 7; Richard, 4, and Ruth, 2. Mr. Clark is an associate member of the Institute of Radio Engineers and of Tau Beta Pi and Phi Lambda Tau, honorary engineering fraternities.

Mrs. Terry is a native of Lead, S. D., and a gradute of the Mankato Commercial College. She also attended George Washington U., Washington, D. C. She joined the engineering department of the Radio Commission as Mr. Ring's secretary ten years ago. She was married last February to L. Dean Terry, of Salt Lake City.

Burroughs Appointed Secretary to Wakefield

RAY C. WAKEFIELD, new member of the FCC, last week announced appointment of Howard Burroughs, of Washington State, as his assistant. Miss Rowena Rockhold, formerly a secretary in the accounting department, temporarily is serving as his secretary.

Mr. Burroughs for six months has been in the engineering department of the International Division of the FCC and recently was assigned to the new telephone regulatory unit. From 1933 to 1940, he was with the Washington State Department of Public Service as rate engineer. A graduate in electrical engineering at the U of Washington, Mr. Burroughs also has taken several law courses.

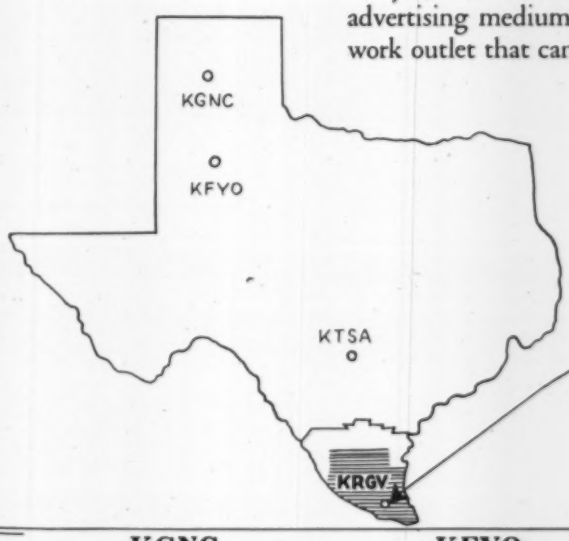
'Radio Today' Yearbook

THE fifth annual Yearbook of *Radio Today*, dealer trade journal edited by O. H. Caldwell, former Federal radio commissioner, has just come off the press as the March edition of that publication. It lists by name and address 1,900 radio manufacturers and representatives, 500 different radio products and 15,000 radio items. The 1941 Yearbook also charts in a spectrum supplement all the FCC wavelength allocations, and lists FM, television and facsimile stations, besides giving statistical summaries of the radio industry as a whole.

ALFRED WEBSTER and Herald Goodman, WHO, Des Moines staff artists, have sold their original composition, "Back in the Purple Hills," to M. M. Cole Publishing Co.

A *Golden* Opportunity
IN A *Golden* VALLEY!

LOWER VALLEY GRANDE embraces forty cities, towns and communities within a fifty-mile radius to form a rich market equivalent in population to Texas' Fourth City. Here is found the richest soil in the U. S. . . . crops are harvested every month . . . oil flows in abundance. Radio station KRGV is the only single advertising medium that completely covers this isolated market . . . the only network outlet that can be heard in the Valley at all times.



NBC RED AND BLUE

KRGV

SERVING 30,390 RADIO HOMES

One of

The Taylor-Howe-Snowden Group

Get the attractive Combination Rate *On These Four Close-knit Stations.*

KGNC	KFYO	KTSA	KRGV
AMARILLO	LUBBOCK	SAN ANTONIO	WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Building, Dallas, Texas

Telephone Riverside 5663 — Ken L. Sibson, General Sales Manager — TWX Dls 297

Awards to CBS, WLW, WGAR, KFRU

Outstanding Service of Broadcasters Wins Peabody Grants

THE FIRST ANNUAL George Foster Peabody Radio Awards for "outstanding meritorious public service" in the broadcasting industry during 1940 were announced March 29, by S. V. Sanford, Chancellor of the University System of Georgia, at a dinner held under the auspices of the N. Y. Alumni of the University, at the Commodore Hotel, New York. The event was broadcast by CBS.

The awards, comparable to the Pulitzer awards in the field of journalism, were instituted last year to perpetuate the name of the late George Foster Peabody, Southern philanthropist, to be administered by the Henry W. Grady School of Journalism of the University of Georgia.

Four Groups

The awards fell into four categories: To networks, to large stations, to medium sized stations, and to small stations. CBS won the network award for offering during the year, "a schedule of broadcasts which integrated commercial and the sustaining programs to comprise a structure in the public interest."

To WLW, Cincinnati, went the large station award for carrying out "a well-conceived program schedule designed to serve the interests of both rural and urban listeners in the wide area of its listening range." For medium sized stations WGAR, Cleveland was cited for "serving the cosmopolitan listeners of Cleveland, who represent groups with diverse interests and widely different cultural backgrounds, with distinction in promoting a better understanding among men." The final award made to small stations, was given KFRU, Columbia, Mo., for serving the "interest, convenience and necessity of its potential audience through liberal schedules representing more than 1,400 hours of public service programs."

Fourteen other stations were given citations (see adjoining column).

The awards were made by an advisory board which included: Bruce Barton, president of BBDO; John H. Benson, president, American Assn. of Advertising Agencies; Virginius Dabney, editor, *Richmond* (Va.) *Times Dispatch;* Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, *Raleigh News and Observer;* Mark Ethridge, vice president and general manager, *Louisville Courier-Journal* and *Times;* Waldemar Kaempffert, science editor, *N. Y. Times;* Alfred Knopf, publisher; Grace Moore, Metropolitan Opera star; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear; Edward Weeks, editor, *Atlantic Monthly.*

The idea for the Peabody awards originated with Lambdin Kay, former director of public service of WSB, Atlanta. He discussed the need for "something comparable to the Pulitzer prize" for radio with Dean John E. Drewry, of the Henry W. Grady School of Journalism of the University of Georgia, who in the fall of 1939, laid the matter with the broadcasting industry for the 1940 convention of the NAB in San Francisco where his proposal to have the awards made by the University of Georgia received unanimous endorsement. Together, the Henry W. Grady School of Journalism and the NAB set up the mechanics for making the awards.

Many Stations Entered

Stations from 24 states and the District of Columbia, as well as the three major networks submitted entries. A faculty committee of the University of Georgia carefully examined the material submitted by the stations and recommendations of this committee formed a basis of selections approved by the advisory board.

George Foster Peabody for whom the awards were named, was a native Georgian and for years was a successful New York banker who devoted much of his fortune to education and social enterprise.

PLAQUES TO THE WINNERS

STATIONS CITED IN PEABODY AWARDS

LARGE STATIONS

WSB, Atlanta—Cited for its distinguished public service contributions to a localized area in the South.

KNX, Los Angeles—Cited for meritorious service to a localized area in the Far West.

WLS, Chicago—Cited for meritorious service to agriculture.

WCAU, Philadelphia—Cited for its program series, *Wake Up America*, a contribution to national defense.

WBAP, Fort Worth—Cited for its distinctive series of prison broadcasts.

WOR, New York—Cited for its contribution in broadcasting the *American Forum of the Air.*

WGEO, (shortwave) Schenectady, N. Y.—Cited for its service to the Byrd expedition at the South Pole.

MEDIUM-SIZED STATIONS

WJJD, Chicago—Cited for its service to education in broadcasts to schools.

WQXR, New York—Cited for the high standards of its musical programs.

WOW, Omaha—Cited for its enterprise in originating "The President's Birthday Ball of 1940."

KSTP, St. Paul—Cited for its distinguished broadcast, *America Calling.*

WBNX, New York—Cited for its public service to foreign language groups in Greater New York.

WRC-WMAL, Washington—Cited for enterprise in originating the "Mile O' Dimes" public service feature.

SMALL STATIONS

KVOS, Bellingham, Wash.—Cited for promoting a better understanding between Canada and the United States through its Armistice Day program.

Arch Oboler to Judge Wayne U Script Contest

FINAL JUDGE in the third annual Wayne U Broadcasting Guild script-writing contest will be Arch Oboler, NBC writer-producer of *Everyman's Theatre.* This is the second year Oboler has judged the contest for Detroit's municipal university. William J. Scripps, WWJ manager, has indicated to Garent Garrison, Guild director, that WWJ will award the prizes of $25 first, $10 second and $5 third, again this year.

The contest closed March 24 and permits those passing the first preliminary judging to make revisions in the scripts prior to submission to Mr. Oboler. Any Wayne student is eligible to submit any number of scripts. It is planned to extend the contest for open participation in the future. Last year's winner, Walter McGraw, is now script editor of the Guild.

MUSIC controlled by BMI will be available without charge for organizations, both public and private, in connection with programs dealing with national defense, BMI has announced. Permission applies to both live and transcribed performances, it was stated.

'Quiz Kids' Named In Chicago Award

Called City's Leading Series; Other Citations Announced

THE *Quiz Kids*, weekly half-hour NBC-Blue feature, sponsored by Miles Labs., Elkhart, Ind., for Alka-Seltzer, on March 27 was presented the second annual advertising award of the Chicago Federated Advertising Club as the outstanding network show originating in Chicago during 1940. The show was originated and is owned by Louis G. Cowan, head of the Chicago publicity firm of the same name. Wade Adv. Agency, Chicago, handles the account.

The CFAC awards were begun in 1940 as a step in recognizing superior achievement in advertising efforts produced in Chicago. In addition to the awards for radio, seven other classifications of advertising were recognized. These included displays, newspaper, magazine, trade and technical publications, outdoor, direct mail, and the individual who has contributed most to the recognition of Chicago as the advertising center.

Campana Cited

Honorable mention for network shows originating in Chicago went to the Campana Sales Co., Batavia, Ill., weekly half-hour *First Nighter* program heard over CBS for Italian Balm. In this presentation, mention was made of the fact that for 11 years *First Nighter* has done a consistently outstanding job for the same sponsor. Aubrey, Moore & Wallace, Chicago, is agency.

The award for the best locally produced and released show went to the *Music Lovers' Program*, sponsored by the Service Drug Stores (chain) and heard over WCFL Sundays through Fridays, 10:30-11:30 p.m. This program features recorded classical music with Martin Jacobsen as commentator. Coincident with the receipt of the award, it was announced by M. Lewis Goodkind, president of Goodkind, Joice & Morgan, agency handling the account, that Service Drug Stores had renewed this program effective May 12 for a second consecutive full year.

Serving on the radio awards committee were Leonard F. Erickson, western sales manager of CBS; Jules Herbuveaux, program manager of the NBC Central Division; Frank P. Schreiber, station coordinator of WGN; J. W. Knodel, salesman of Free & Peters, national sales representative firm. After compiling the preliminary group of outstanding programs, this committee submitted it for final selection to the complete awards committee comprising a board of 24 prominent men of the advertising fields.

SETTING a record for the number of individual BMI compositions performed any one evening on the major networks, Edward B. Marks Music Corp. announced that March 14 a total of 32 of its songs were broadcast on the chief stations, ranging from swing to Latin rhythms.

Their Organizations Winners of the 1940 Peabody Awards

WILLIAM S. PALEY

CBS was selected among the networks, "among other reasons, for offering a schedule of broadcasts which combined commercial and sustaining programs in such a way as to constitute a structure definitely in the public interest; for giving its listeners more than 10,000 non-commercial broadcasts in 3,500 hours of unsponsored, public service programs; for regarding its schedule as a curriculum for adults and children in which lighter entertainment served as an ingredient to make the more vital programs palatable; for covering adequately the significant news of the year; for promoting Pan-American unity and understanding through its *School of the Air;* for aiding education with special schoolroom services and such programs as *Invitation to Learning, The Human Adventure, Reporting to the Nation, The People's Platform, and Columbia's Country Journal;* for giving religion a major place in its public service activities; and for its manifold and continuous interest in serious music and other cultural subjects."

JAMES D. SHOUSE

WLW, Cincinnati, received its award among large stations "for being a pacemaker in the conception and execution of distinctive public service programs; for recognition of the principle that clear-channel stations should be sectional rather than local in their service, but at the same time should not duplicate the work of the networks; for offering broadcasts of a type slightly above the level of the mass radio audience; for spending three times as much on public service programs as the average for 50,000 watt stations; and for serving the interests of all groups, including rural as well as urban listeners."

JOHN F. PATT

WGAR, Cleveland, was selected "for its success, despite the restricted facilities of a regional station, in serving the diverse interests and widely different cultural backgrounds of greater Cleveland; for promoting a better understanding among these various groups; for assuming a responsibility to those 65% of Cleveland's foreign-born or first generation listeners who do not easily understand English by broadcasting programs in languages which represent the principal foreign populations of this metropolitan area, Hungarian, Italian, Slovene, Czech, Slovak, Polish and Roumanian; for its program, *Wings over Jordan,* begun five years ago to bring about a better understanding between the white and colored peoples of Cleveland; for its cooperation with governmental agencies in the interest of national unity, civic consciousness, community health and welfare; and for its unique news service featuring items of special interest to some 20 small communities."

C. L. THOMAS

KFRU, Columbia, Mo., received its award "for making the most of its opportunities to serve its local audience; for giving its listeners educational features of local origin, including programs of classical music with interpretative comments and helpful broadcasts in the interests of better farming; for doing a superior job of public service despite limited equipment, circumscribed finances, and a small personnel."

U. S. Network Series Pondered by Dominion

CANADIAN broadcasters are understood to have made representations to the Canadian Government to sponsor a United States radio program for a 26-week period on a full American national network to boost American tourist travel to Canada this summer. The broadcasters have urged Ottawa to start the campaign as soon as possible so that American summer vacation plans can be turned Canada-wards.

Individually, some of the Canadian broadcasters have already started their own tourist travel campaign, notably stations on the border. The Dominion and provincial governments are planning to spend upwards of $750,000 this summer in advertising Canadian tourist attractions.

New Railroad Series

SOUTHERN PACIFIC Co., San Francisco (rail transport), frequent user of spot radio, on April 7 starts sponsoring a weekly half-hour audience participation program, *All Aboard,* on KNX, Hollywood. Contract is for 52 weeks. A slightly revised edition of *Pull Over, Neighbor,* sponsored by Wilshire Oil Co., Los Angeles (Polly, Economy gas), successfully for three years on all three major Pacific Coast networks (NBC, CBS, Don Lee), the program, like its predecessor, will feature Art Baker as m.c., with John Guedel as writer-producer. Format has been altered in minor details to conform with the railroad's merchandising needs. Program basically remains the same as when it served as the spearhead of Wilshire Oil Co.'s merchandising strategy. Agency is Lord & Thomas, Los Angeles, with Ford Sibley as account executive.

New Lever Plans

LEVER BROS. Co., Cambridge, is considering a half-hour Saturday morning program on NBC-Red. According to preliminary plans, program would be a variety show for Rinso. Ruthrauff & Ryan, New York, is agency.

FDR Sets Dials

PRESIDENT Roosevelt inadvertently was to serve in the role of a reallocation "dial-setter" March 29. He speaks over the combined major networks and many independent stations 9:30-10 p.m. (EST), on the occasion of the Jackson Day dinners throughout the country under the auspices of the Democratic National Committee. It was only a coincidence, according to G. W. Johnstone, radio director of the Democratic National Committee, who made the network arrangements, but it nevertheless places the nation's first citizen over upward of 400 stations on the first night of the reallocation.

General Foods Explains Its Dependence on Radio

THE MAJORITY of General Foods Corp. advertising "happens to be in radio just now because we have found it effective," Charles G. Mortimer Jr., general advertising manager of GF, which is currently sponsoring 14 radio programs, states in the company's annual report, just issued to stockholders. A 36-page booklet, attractively laid out and illustrated, this report contains the usual balance sheet and profit and loss statements, but most of its contents is devoted to a mythical stockholders' meeting during which the company's officials and executives answer all the questions a typical stockholder might ask. These questions were taken from replies of 5,000 GF stockholders to the question: "What would you like to know about this business—your business?"

Caswell Back

GEORGE W. CASWELL & Co., San Francisco (coffee), after an absence from the air of nearly three years, on April 6 will start sponsorship of *Concert Petite,* featuring Rudy Seiger, violinist and Margaret O'Dea, contralto, Sundays, 11:15 a.m. (PST) on the NBC-Red network on the Pacific Coast. Starting in 1923 the firm sponsored a network program on the Coast continuously for 15 years. It halted radio advertising in 1938. Agency is Long-Adv. Service, San Francisco.

New High Fidelity FM/AM

FM/AM Reception by a turn of the Bandswitch with Hallicrafters Model S-31

A NEW 1941 Hallicrafter designed FM/AM Tuner with the No. 1 band covering all frequencies used by amplitude modulated broadcast stations and the No. 2 band covering frequencies used by high fidelity modulated broadcast stations. The Model S-31 Tuner combines both circuits and changes from FM to AM with the bandswitch. 8 tubes, power output 130 milliwatts undistorted, power consumption 120 watts, operates on 115-125 volt, 60 cycle AC. Model S-31 Tuner complete with 19" x 8¾" rack panel, metal cabinet and tubes, $69.50.

Amplifier For Model S-31 Tuner

Designed for use as a companion to the FM/AM Model S-31 Tuner. Delivers 25 watts of high fidelity audio power to either speaker or 500 ohm load. 6 tubes, fidelity 2 DB from 50 to 15,000 cycles gain, channel No. 1, microphone (high impedance) 96 DB, channel No. 2, phone (low impedance) 60 DB, power output 25 watts, power consumption 120 watts, output impedance No. 1, 500 ohms; No. 2, 8 ohms; No. 3, 4 ohms. Dimensions: panel 19" x 8¾", dust cover 18" x 8¾" x 10". Complete with cabinet and tubes $49.50.

in the CONTROL ROOM

GLENN D. GILLETT & Associates, Washington consulting radio engineers, announce the appointments of E. A. Hinsdale and Arthur Dornblum to the staff. Mr. Hinsdale, graduate of the U of Tennessee, formerly was with Pan American Airways' communications division. Mr. Dornblum recently was with the Census Bureau and is an engineering graduate of the U of Pennsylvania.

DON CHASE, of the engineering staff of WTMJ, Milwaukee, has become father of his third child, a daughter.

ALFRED BERGTOLD, of the technical staff of KXOK, St. Louis, a lieutenant second grade in the Naval Reserve, has been ordered to duty with the Communication Division at Corpus Christi, Tex.

ROY BECHTOL is a new addition to the control-room staff of WRVA, Richmond, Va. He was formerly on the staff of WPID, Petersburg. Ed Harrell, technician of WRVA, Richmond, has been called to active service with the Navy. He holds an ensign's rank and will serve with the Naval Communications section.

RAY STAUFFER is back in the control room of WHO, Des Moines, after a two-month leave of absence as inspector of signal corps equipment for the U. S. Government.

FRED L. BRADSHAW, formerly of WDLP, Panama City, Fla., has been named to the engineering staff of WLBJ, Bowling Green, Ky. Earl Jaego, chief engineer of WLBJ, is the father of a recently-born baby girl.

KENNETH TAYLOR, formerly of KTMS, Santa Barbara, Cal., has joined the engineering staff of KERN, Bakersfield, Cal.

CHARLES J. WAZLO has resigned from the technical staff of KOY, Phoenix, to continue his work as a consultant on electro-physics.

GILBERT de la LAING, technician, formerly of KSRO, Santa Rosa, Cal., has joined KGDM, Stockton, Cal., replacing L. D. Cardwell, who has joined KENO, Las Vegas, Nev.

FRANK NESMITH, technician, formerly of KHUB, Watsonville, Cal., has joined KWG, Stockton, Cal.

FRED CLAPP, technician, formerly of KDON, Monterey, Cal., has joined KHUB, Watsonville, Cal.

NEIL McINTYRE, technician, formerly of KJBS, San Francisco, and KHUB, Watsonville, Cal., has been added to the staff of KSRO, Santa Rosa, Cal., replacing Jack Wagner, resigned.

FLOYD TIMBERLAKE, formerly of WHIP, Hammond, Ind., has joined the engineering staff of WIND, Gary, Ind. He replaces Clark Hood who was inducted into the Army March 1.

BILL CRABBE of the technical staff of KDB, Santa Barbara, Cal., has been promoted to chief engineer, filling the vacancy created by the transfer of Walter Radtke to KHJ, Hollywood. Forest Choate of Long Beach, has been added to KDB's engineering staff.

BOB ADAMS, engineer of WSB, Atlanta, has left for a year's duty as a second lieutenant in the Army reserve. He will be succeeded by Gordon Swann, formerly of WAPI, Birmingham, Ala.

JIM BOOK has joined the engineering staff of CKSO, Sudbury, Ont., coming direct from CKGB, Timmins, Ont.

Drew a Blank

EVEN the third-degree couldn't have produced answers for Joe Wheeler on a recent broadcast of his man-on-the-street program on WBIR, Knoxville. Armed with questions, Joe cornered a likely looking individual and deluged him with a flood of puzzlers. The hapless interviewee merely looked blank; and for a good reason Joe eventually found out—the gentleman was a deaf mute.

LATIN EXPERIENCES NARRATED BY PALEY

WILLIAM S. PALEY, CBS president, is author of an article, "Radio Turns South", appearing in the April issue of *Fortune*, in which he describes his trip through South America last fall, selecting and signing affiliate stations for the CBS Latin-American network. Many of the photographic illustrations are snapshots taken by Mr. Paley during his travels.

Stating that almost all of the 64 stations included in the Latin-American network have agreed to broadcast at least an hour a day of CBS programs, Mr. Paley explains that these programs "will be built especially for Latin America, and with the wealth of information that we have now gathered, we should be able to produce programs that will do justice to our feeling of friendship for that section of the world and its people. And we hope that by reflecting the kind of people we are, our culture, the things that move us and amuse us, our efforts will help to make that friendship reciprocal.

"We hope the programs that our Latin-American affiliates have agreed to send us for retransmission throughout the U. S. will help to fill a serious gap in our knowledge of this hemisphere."

Newspaper Applications Request FM Facilities

ON THE HEELS of the FCC crackdown March 19 on newspaper ownership in FM stations, more requests for commercial FM facilities during the past fortnight have come from newspaper interests. United Broadcasting Co., licensee of WHK and WCLE, Cleveland, and WHKC, Columbus, which are owned by the Plain Dealer Publishing Co., publisher of the *Cleveland Plain Dealer* and chief owner of the *Cleveland News*, applied for 48.5 mc. to cover 8,240 square miles and 1,314,595 population in Cleveland.

Resubmitted March 19 was the amended request of E. Anthony & Sons Inc., operator of WNBH, New Bedford, Mass., to request 45.7 mc. covering a 350,250 population and 1,787 square miles. Applicant is publisher of *New Bedford Mercury*, *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.

Returned on the same date as incomplete when submitted was the application of The Radio Voice of New Hampshire, licensee of the new WMUR, Manchester, for 43.5 mc. covering 19,622 square miles and a 4,099,385 population. Edward J. Gallagher, publisher of the *Laconia* (N. H.) *Citizen* holds a minority interest in this corporation. Total FM applications pending before the FCC number 56.

Canadian Post-Treaty Shift

CKNX, Wingham, Ont., has been given permission to increase from 100 to 1,000 watts, and will shift April 15 to 920 kc., after changing over March 29 to 1230 kc. under original Havana Treaty allocation. New transmitter is expected to be in use by July 15.

W71NY, new FM station of WOR New York, is to take the air on a commercial basis about April 1. At present it operates as W2XOR. A new high-power transmitter is being installed.

REL

FM's PIONEER MANUFACTURER

Major Armstrong's FM station at Alpine, N. J., has started commercial operation with a 40 KW Phase Shift transmitter.

Major Armstrong, the inventor of FM, has used REL FM equipment—from speech input to final amplifier, and the majority of FM stations now in regular daily operation are also REL equipped.

If you want prompt delivery and the certainty of reliable operation in your FM transmitter, also the highest performance in allied FM equipment (speech input-antenna-relay). . . .

Then buy REL and go to it!

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

Licenses Renewed On Staggered Plan

Expiration Dates Are Fixed In Post-Treaty Action

UNDER the Havana Treaty allocations, which became effective March 29, the FCC will continue the staggered system of license renewals, which hereafter will be issued for one-year periods. Licenses of stations regularly operating under the North American Regional Broadcasting Agreement will expire as follows, the FCC said:

For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, and 1580 kc., Feb. 1, 1942.

For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kc., April 1, 1942.

For stations operating on the frequencies 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, and 1320 kc., June 1, 1942.

For stations operating on the frequencies 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kc., Aug. 1, 1941.

For stations operating on the frequencies 1230, 1240, and 1340 kc., Oct. 1, 1941.

For stations operating on the frequencies 1400, 1450, and 1490 kc., Dec. 1, 1941.

EXTENSIONS GIVEN FOR 15 STATIONS

TEMPORARY extensions of license from March 29 date were given 15 stations by the FCC at a special meeting March 24, pending further consideration of their renewal applications. The stations have been given conditional renewals for various reasons, including applications for their facilities, pending revocation proceedings or for other reasons not specified. The stations are KFEQ, St. Joseph, Mo.; KFJM, Grand Forks, N. D.; KGBU, Ketchikan, Alaska; KLUF, Galveston, Tex.; KOCA, Kilgore, Tex.; KORN, Fremont, Neb.; WCOA, Pensacola, Fla.; WELL, Battle Creek; WHBC, Canton, O.; WHIP, Hammond, Ind.; WJHP, Jacksonville; WNAD, Norman, Okla.; WOSU, Columbus, O.; WPRP, Ponce, Puerto Rico; WSJS, Winston-Salem.

WABI, Bangor, Me., was authorized to operate temporarity on 910 kc. with 250 watts pending completion of construction to increase power to 5,000 watts on this frequency, using a directional at night. KWJJ, Portland, Ore., was authorized to operate temporarily on 1080 kc., with 500 watts, limited time, pending completion of construction which will permit it to operate with 1,000 watts fulltime on this channel.

WARM, Scranton, Pa., was given authority to continue program tests on 1400 kc. with 250 watts power, fulltime pending action on a hearing on its application for license, growing out of an ownership dispute.

More Advantages than any other type of Speech Console!

Designed for Maximum **FM and AM** *Performance*

GATES MODEL 30 CONSOLE

Truly The Modern Definition of Radio Equipment Efficiency, Design and Appearance . . .

The new Model 30 Speech Input Console was designed for both AM and FM requirements, and in the few months since its introduction has established unparalleled performance records in *both* fields of broadcasting. To date, the Model 30 Console has outsold its famous predecessor (Gates Model 20) by more sales to new stations alone, since December, than in the entire previous 9 months! Such a remarkable record of acceptance is a tribute not only to its engineering design, but also to its streamlined beauty. *It is the only console available in three color selections to match studio settings* and any color selection has a maximum of four separate colors per panel. A prominent engineer, enthused with the Gates Model 30 Console, calls it—"THE MOST BEAUTIFUL ELECTRICAL INSTRUMENT I HAVE EVER SEEN!"

The hard, clear facts and figures that describe the advantages of the Gates Model 30 Console are ready for you to see. If you are interested, write at once for complete information.

CHECK THESE CONVINCING REASONS WHY THE GATES MODEL 30 CONSOLE IS YOUR LOGICAL SPEECH EQUIPMENT CHOICE —

- √ FIVE (not 4) pre-amplifiers
- √ TWELVE (not 6) remote line positions
- √ THREE (not 2) section filter
- √ FIVE position V.U. range switch accurate to .05% with the largest make V.U. meter available
- √ ONLY console built into genuine steam-fitted Walnut and Rakuda WOOD cabinet
- √ Flat frequency response from 25 to 16,000 cycles without consequential distortion at any frequency
- √ No cross-talk—each console has over 400 ft. of individually shielded wire.

GATES
QUINCY, ILLINOIS, U.S.A.

"The Proven Line"
RADIO & SUPPLY CO.
(CABLE ADDRESS "GATESRADIO")
Manufacturing Engineers Since 1922

FCC Is Expected To Rush Action on Television Future

Three-Day Hearing Concluded With Substantial Accord

THE FCC is expected to act quickon the future of television, following the windup of its three-day video hearings last Monday, particularly if it is going to authorize full commercial operation.

Operation of visual broadcasting on a full commercial basis was put up squarely to the FCC as the hearings were concluded. End of the hearings found the industry in substantial accord on technical operating standards. Opinion was divided, however, as to feasibility of commercial operation at this time as compared with a year ago when the FCC rescinded its grant of "limited commercial" television [BROADCASTING, March 24].

Defense Angle

Apart from the elimination of most points of disagreement on technical standards, some backhanded opposition to immediate commercialization developed during testimony of RCA-NBC and CBS, who urged caution to insure against setting commercial television off on another "false start" and cited the present national defense effort as an important factor to consider in determining whether visual broadcasting is indeed ready to test its wings [BROADCASTING, March 24].

Although their abrupt "turnabout" on the commerical television proposition caused momentary consternation, their study-and-makesure stand was regarded not so much as a stumbling block for commercial authorization as a new consideration arising from the times.

The three-day hearings attracted an audience of about 100 actual and prospective television operators and manufacturers, with representatives of almost a score of separate companies testifying. The hearing room scene, contrasting sharply with the jam-pack crowds of a year ago, was taken by some as an indication of dwindling interest in television.

All seven commissioners, including the FCC's newest member, Commissioner Ray C. Wakefield, sat through most of the proceedings. Cross-examination of witnesses was handled for the FCC by Chief Engineer E. K. Jett, William H. Bauer, FCC head attorney, and Joseph L. Rauh Jr., assistant general counsel.

Brief appearances were made at the Monday session for Farnsworth Television & Radio Corp., American Television Labs., Scophony Ltd., Zenith Radio Corp., Telechordon Labs., General Television Corp., operating W1XG, Boston, and Metropolitan Television Corp., licensee of W7XMT, New York.

PLANNING NAB CONVENTION, executives of St. Louis stations discuss arrangements for the coming convention of the association in St. Louis, May 12-15, which is expected to attract a record number of radio officials from all parts of the nation. Clockwise around the table are: J. Soulard Johnson, sales promotional director, KMOX; Arthur Casey, public relations director, KMOX; William West, president, WTMV; Bob Richardson, account executive, KWK; Merle S. Jones, general manager, KMOX, and general chairman of the convention; George M. Burbach, general manager, KSD; Rev. Wallace A. Burk S.J., faculty director, WEW; Nicholas Pagliara, general manager, WEW; Clarence Cosby, sales manager, KXOK; C. G. Renier, program director, KMOX. Headquarters will be at the New Jefferson Hotel in the downtown district.

Outside Transcription Firms Given Right to NBC Programs

Policy of Many Years Is Reversed by Network; Rates to Be Same as Own Division Pays

REVERSING a policy of long standing, NBC has announced that, effective April 1, outside transcription companies will be permitted to have wireline connections directly with NBC studios and to record network programs at the same charges made to NBC's own recording division. Interdepartmental order, sent by President Niles Trammell on March 21 to all department heads, division heads and managers of NBC's M & O stations, reads as follows:

Several transcription companies have requested that they be allowed to have wireless connections directly with our studios in order to record certain of their clients' programs broadcast over the facilities of the NBC.

NBC wishes to cooperate with its broadcasting clients in every way possible. It, therefore, announces that, effective April 1, 1941, it will grant transcription companies the privilege of connecting with its facilities for such recording purposes at any NBC network origination point, on the following basis of charges:

For recording broadcasts: 15 minutes or less, $2.50; 15-30 minutes, $3.50; 30-45 minutes, $4.50; 45-1 hour, $5.50.

For recording rehearsals: 15 minutes or less, $3.50; 15-30 minutes, $4.50; 30-45 minutes, $5.50; 45-1 hour, $6.50.

Transcription companies may arrange to record an unlimited number of either broadcasts or rehearsals for periods of 13 consecutive weeks at a charge of $50 per week per origination point.

These charges do not include wireline rentals or connection charges. This service will be furnished subject to credit approval and in accordance with our standard form of contract. The same charges will be made to the NBC Recording Division.

NEW CHAIRMAN of the Chicago chapter of the Veteran Wireless Operators Assn. is W. J. Halligan (right), president of Hallicrafters Inc., Chicago equipment manufacturer. The retiring chairman, George I. Martin, of RCA Institutes, is shown presenting a life membership certificate to the new chairman at a dinner attended by more than 30 members of the Association in Chicago.

WISE to 1230 kc.

WISE, Asheville, N. C., March 25 was granted a modification of license to change its frequency from 1370 to 1230 kc., with 250 watts unlimited time. WHBQ, Memphis, was granted a construction permit to install a new transmitter and increase its power from 100 to 250 watts fulltime, on 1370 kc.

WBZ-WBZA Ask Split

SEPARATION of WBZ and WBZA, Boston-Springfield outlets which have operated synchronously for more than a decade, is sought in applications filed March 24 with the FCC by Westinghouse Radio Stations Inc. WBZA seeks a shift from 990 kc. (which becomes 1030 under the March 29 reallocation) to 970 kc., with an increase in power from 1,000 to 5,000 watts, with both transmitter and studios in Springfield. WBZ filed for modification to terminate the synchronization, to operate fulltime on 1030 kc. after March 29, contingent on the WBZA grant.

More for Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food) on March 24 started its spring and summer campaign of participating and spot announcements on 25 stations. Contracts are for 26 weeks. On April 1 the firm renews its five-weekly participation announcements in the home economic programs on KHJ and KFI, Los Angeles and its five-weekly quarter-hour *Miss Betty* programs on WQAM, Miami, and *Talk of the Town* programs on WJAX, Jacksonville, in the interest of E-Z Serve Loaves. Contracts are for 13 weeks. Agency is Henri, Hurst & McDonald, Chicago.

Absorbine on Blue

J. B. WILLIAMS Co., Glastonbury, Conn. (shave products), on July 7 will take a ten-week hiatus from sponsorship of *True or Faise* heard Mondays at 8:30-9 p.m. on NBC-Blue. Program will be sponsored during the interval by W. F. Young Inc., Springfield, Mass., for Absorbine Jr. J. Walter Thompson, New York, handles both accounts.

Duram Touring Stations For Grove Labs. Series

TO SET UP the new campaign for Grove Labs., St. Louis (Chill Tonic, maleria remedy), which begins May 12, George Duram, time buyer of H. W. Kastor & Sons, Chicago, is touring stations from the Atlantic seaboard to Texas. More than 100 stations are to be used in the national campaign.

According to the agency, Mr. Duram will obtain an "on the ground" understanding of the various stations' position and influence, and secure a better understanding of the area they cover. This tour is one of several undertaken by the agency each year on behalf of its clients. Mr. Duram will discuss with station managers future campaigns, in addition to the Grove account.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin tablets), sponsors of six-weekly quarter-hour national and international news programs on the NBC-Red network [BROADCASTING, March 24], has changed title of the series from *NBC Newsroom of the Air* to *News of the World*. Wade Adv. Agency, Chicago, handles the account.

"I'm sorry, Chiefie, since I've been listening to WFDF Flint, with its kilowatt on 910, my heart belongs to an announcer—without reservation."

Agencies Adamant On New Contract

Objection Voiced to Several Features of New Form

DISSATISFACTION with several features of the new agency contract form for station facilities, recently approved by the NAB board of directors [BROADCASTING, March 24], was expressed by the timebuyers' committee of the American Assn. of Advertising Agencies.

That organization, which has already notified its members not to accept the new form, will probably draw up a separate form of its own. Previous "order blank", in use since 1933, had the approval of both organizations.

Agency Objections

Four objections have been advanced by timebuyers. First, the old form provided for stations to supply staff announcers without charge, whereas there is no such provision in the new form. The agencies want this provision reinstated except in cities where the stations have contracts with the American Federation of Radio Artists requiring the announcers to receive extra pay for commercial shows.

Next, the agencies object to the clause that "station shall have the right to cancel any broadcast covered by this contract in order to broadcast any event which it deems to be of public importance," claiming the sponsor as well as the station should have some voice in this matter.

Another part of this same section, "that in no case shall station be liable for cost of any talent for which station itself does not contract", is also objected to by the agencies, who feel that where they have non-cancellable talent contracts and must pay for performances cancelled or postponed by the station, the station should reimburse them for such loss.

Fourth agency objection concerns indemnity for musical infringements. The new form includes only music licensed by BMI as guaranteed by the station; the agencies believe SESAC, AMP and other music also should be included.

Whether or not the AAAA issues its own form, the problem is more academic than practical, several timebuyers told BROADCASTING. Individual conditions, they said, make a certain amount of alteration in any standard form almost inevitable. All agreed, however, that the new contract, lacking the dual approval of both NAB and AAAA, will carry less weight than the old one, and will therefore entail more bargaining and more changes in each purchase of station facilities.

New Survey Service

MRS. FLORENCE CUMMINGS JESKE, former traffic manager of WSYR, Syracuse, and Mrs. Mary Aloi, former continuity writer for the same station have formed the Advertisers Audit Service. They will conduct all types of radio surveys.

With WEEI saying the right words, Mr. "Inside Boston Market" (Metropolitan Boston) and Miss "Outside Boston Market" (communities outside Boston from Cape Cod to Canada) become *one* to WEEI advertisers...one market with nearly 1,000,000 radio *families* who spend over a billion and a half dollars yearly at retail.

WEEI *weds*, then *sells* these two markets. In 1940, although the heaviest CBS network schedule in history absorbed 14% more of WEEI's available time than in 1939, WEEI's non-network billings rose 14.5% during the same period. That's evidence that advertisers prefer the *only* Boston station that weds and sells two rich markets—at one cost.

WEEI COLUMBIA'S FRIENDLY VOICE IN BOSTON
Operated by CBS. Represented by Radio Sales: New York • Chicago • Detroit • San Francisco • Los Angeles

BROADCASTING
and
Broadcast Advertising

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

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Bear By The Tail

THIS TIME they've struck at a Tartar. It took the newspaper-ownership inquiry called by the FCC majority, coming as it did on the heels of the network-monopoly crusade, to bring the industry around to serious thinking about dangerous trends in Federal regulation of commercial broadcasting and to goad the industry's best leadership into action. Unless our faith in the democratic process and in the industry's ability to meet all onslaughts is misplaced, we venture that this time the so-called "anti-commercial" majority of the FCC simply can't get away with it.

With regard to the newspaper issue, which the newspaper-radio interests are girding to meet squarely, it is obvious that any move to discriminate against any one class of station ownership must inevitably lead to discriminations against other classes—the "classes" to be determined by an unsympathetic and politically controlled group of men in Washington.

The feeling is prevalent that the FCC majority, even though it has called an "investigation" and as yet unscheduled hearing, had made up its mind (or had its mind made up for it) in favor of divorcement of radio from newspaper interests before issuing its March 19 order. The issue has been smouldering for several years.

If the FCC majority by its past actions could be relied upon to approach the ownership issue judiciously and open-mindedly, an inquiry procedure might be desirable and the issue could easily be met—though we still insist that the proper place for the airing would be in Congress. Unfortunately, the industry has no great faith in the FCC; several of its members, in their private utterances, have shown unmistakably their attitude toward the existing order in commercial broadcasting. They favor rate regulation; they don't like profits; they see skeletons in every closet—even their own colleagues have catalogued them as "anti-commercial radio".

Consistency is conspicuous by its absence in the FCC's decisions. Newspaper applications have been granted over competitive requests for the same facilities in the same community, and denied in others. Transfers to newspaper interests have been granted freely. Under this same FCC the number of stations in which newspaper interests participate as owners has multiplied at least twofold since it took over in 1934 from the old Radio Commission.

For competitive reasons, a few independently owned stations might relish any action that would hurt their newspaper competitors. But the growing trend toward the regulation of the program and the business aspects of broadcasting, of which the newspaper crusade is but a manifestation, is such that no broadcaster interested in the perpetuation of a free radio can afford to stand by and see his neighbors' rights whittled away. Each piecemeal move may afford some local comfort or gain—but the momentum, unless checked, is toward the increasing imposition of restraints that will undermine the structure as a whole.

The idea of a fact-finding inquiry on any subject cannot be condemned, assuming a glaring necessity which does not exist in the case of so-called newspaper ownership. But when the men who sit in judgment transcend authority which belongs to Congress and are themselves judged in the light of their past acts and utterances, such an inquiry seems futile.

During the last few years we have been a voice in a veritable wilderness, appealing for a redefinition of the law as a whole by Congress so that this guesswork about the intent of Congress could be stopped. New legislation would present the President with an opportunity to staff the FCC with better qualified men. If the broadcasting industry, now in its 21st year, cannot convince Congress that it can run its affairs without regulatory straitjackets fastened by a handful of willful men, then it deserves the fate for which it appears to be headed under the existing order.

A. D. Ring, Consultant

IT WON'T be the same at the FCC without "Andy" Ring as the head man of the Engineering Department's broadcast division. For a dozen years he has been identified with all things technical in broadcasting, and since 1934 he has headed the operation—just about the coolest head in about the hottest position in town.

Joining Andy Ring in private engineering practice in Washington is one of his chief lieutenants, Ralph L. Clark. The FCC will find it difficult to fill both niches, particularly with so many new broadcasting developments on the horizon. All in radio wish both of these engineers well in their private practice, after their efficient and meritorious stewardship for the Government.

The FCC is confronted with a number of executive staff vacancies, aside from these created by the engineering resignations. Posts of assistant general counsel for broadcasting, assistant secretary and assistant chief accountant must be filled. There are qualified men now on the FCC staff who deserve the promotions by dint of efficient performance of present duties. The FCC would instill renewed confidence in its staff if it inaugurated a sort of career system and filled these vacancies by promotion.

The RADIO BOOK SHELF

THE ANSWER to questions of a novice seeking radio as a career are to be found in *How to Break Into Radio* [Harper & Brothers, New York, $2]. Concerned solely with vocational opportunities in the radio field, the authors, Robert DeHaven and Harold S. Kahn, have taken an objective approach in critically appraising the industry as a whole; in describing the many different types of jobs and the qualities needed for them, and how to train for them; in telling how to apply for the job you want and get it; how to become an idea man; how to write script and continuity. In short, nothing is overlooked, even to including chapters on the success of others and opportunities in television. Mr. DeHaven is production manager and program director of WCTN, Minneapolis. Mr. Kahn is a writer.

A BOOKLET titled *Wired for Sound*, explaining the part of AT&T in furnishing wire facilities for hookups of radio stations, together with a short summary of some of the most famous hookups from 1922 to the present, has been published by the publicity department of AT&T.

In one corner, we have the FCC cracking newspaper ownership of broadcast stations on "public interest" grounds. In the other we have the Peabody Radio Awards for "public service" signally honoring KFRU, Columbia, Mo., for making the most of its opportunities to serve its local audience. The station is owned by the St. Louis Star-Times.

Peabody Awards

FEW WILL DISPUTE the judges' selections for the Peabody Radio Awards of 1940. They represent a conscientious job, and they reflect due credit upon the four class winners and the dozen on so stations cited for honorable mentions. That the Peabody plaques and certificates will assume the place in radio that the Pulitzer Prizes hold in the fields of journalism there can be little doubt.

Radio is now old enough to boast a tradition, and the Peabody Awards henceforth will recognize great individual achievements by networks and stations. If there are any regrets at all about the Peabody format, it is that it wasn't established a few years ago so that the magnificent public service of the Mississippi-Ohio river valley stations during the great floods might have been recognized. Perhaps also, as the committee shakes down, it will include some awards for individual personal achievements. And we'd like to suggest, too, that the Peabody Foundation consider the addition of a few more men with more intimate contacts and experience with radio on its board of judges.

We Pay Our Respects To —

GUY FAIRFAX HERBERT

FROM RECEPTIONIST at the smallest station in Canada to the owners and managers of the Dominion's largest stations, everyone in the broadcasting industry north of the international border knows big, genial Guy Fairfax Herbert, eastern general manager of All-Canada Radio Facilities Ltd., largest station representation and transcription distributing firm in the Dominion.

Guy Herbert claims the distinction of being probably the only man to have visited every broadcasting station in Canada at least once in the last few years, and of being personally acquainted with the majority of the personnel of nearly every station, large or small.

Guy Herbert stands 6 feet 2, weighs 240 pounds, and impresses everyone with his sincerity. He came out of the West in November, 1937, with a southern drawl reminiscent of Virginia, and within a few months had changed the tempo of the broadcasting industry in Eastern Canada from a quiet satisfaction to a state of realization that if this big man from the West was typical of broadcasting in that part of the country, then Eastern Canadian broadcasting had been caught napping. Needless to say Eastern Canadian broadcasting has stepped lively ever since.

Guy Herbert today, headquartering in Toronto, is sought on all problems affecting the entire industry. He was one of a small group who last year fought newspaper pressure to ban sponsored newscasts as a wartime precaution. He is a member of a committee of three who work out all wartime broadcasting problems of the privately-owned broadcasting stations and industrial interests.

His southern drawl is not cultivated, for he was born in Marshall, Va., Sept. 13, 1891, and lived in that State till he was 20, a graduate civil engineer of the University of Virginia. Then he joined many other young Americans to seek his fortune in the new settlements of Western Canada. Through a friend of a brother he received a call from the Canada Land & Irrigation Co. at Medicine Hat, Alta., where his civil engineering knowledge helped in opening up large tracts of Southern Alberta to agriculture.

In 1917 he became assistant general manager of the company, resigning in 1923 to accept at Calgary a post as superintendent of livestock and ranching for the meat packing firm of P. Burns & Co. He served on a commission to investigate increasing bacon trade to Great Britain. Then for ten years he sold life insurance with Canada Life, and through social contacts met Harold R. Carson, automobile supply jobber then dabbling in radio [BROADCASTING, April 15, 1940].

Guy Herbert's hobby for many years had been commercial amusements and attractions. For 14 years he had directed as a sideline the amusements for the annual Calgary Exhibition & Stampede. He has a knack of sizing up the amusement value of a show and this knowledge prompted Harold Carson to offer Guy Herbert the post of commercial manager of CFAC, Calgary in 1934, when he took over operation of that station for the owners, the *Calgary Herald*.

This was an entire new field for the civil engineer but Guy could work his hobby to the limit, using his sales experience to sell shows to local and later national advertisers. The latter were then only nibbling with radio in Western Canada. So good a job did Guy do that within 18 months he had taken over the managership of CFAC, the first major station in the group which Carson now set out to operate.

When Carson concluded a deal with the Manitoba Telephone System to take over the commercial operation of its two stations—CKY, Winnipeg, and CKX, Brandon — logical man to take over the management job was Guy Herbert, and the move eastward started. CKY at that time was the second most powerful station in Canada, with 15,000 watts power. It was a government-owned and operated station and was losing money. Guy Herbert helped put it on its feet, along with CKX. When he had this job done, he was moved to Toronto, where Carson had opened offices of his station representation firm to get national business for a number of western stations he operated.

Guy visited every station in the East, became acquainted with the owners and managers, signed up enough stations in eastern and western Canada and today All-Canada Radio Facilities represents nearly a third of the stations in Canada. Then Guy and Carson went to the United States, bought up Canadian rights on transcription and script services, and now sell service to every station from Charlottetown, P.E.I., to Prince Rupert, B.C. Guy has built up in Toronto and Montreal an organization of go-getting young men to handle the many details of the expanding business. While he does not admit it, he also has a knack of picking the right men for the right job.

While Carson and All-Canada Radio Facilities work on an autonomous policy of letting local managers work out their own problems, Guy Herbert is Harold Carson's right hand man on policy matters pertaining to station representation, transcriptions, station expenditures, changes in station management. He also sits on the advisory board of the entire organization.

In recent years Guy has had little time for hobbies other than radio. He still plays an occasional game of bridge, a pastime through which he met Carson. Once he was a pursuer of the old Scottish sport of curling, but there has been no time for that lately. He married Anita McLean of Medicine Hat, has a son Beverley, 25, an artist, and a daughter, Kathleen, 23, private secretary to the president of a large industrial concern. He belonged to the Renfrew Club of Calgary and the Manitoba and Carlton clubs in Winnipeg.

Personal NOTES

JOHN M. RIVERS, president of WCSC, Charleston, S. C., introduces Clare Booth, the playwright and wife of Henry Luce, editor of *Time*, in a series of transcriptions for the British War Relief Fund which Miss Booth made in the WCSC studios. Miss Booth's winter home is near Charleston.

ALBERT E. STEPHAN, former clerk of the Senate Interstate Commerce Committee and former attorney with the FCC, has joined the law firm of Preston, Thorgrimson & Turner, with offices in Seattle.

SIDNEY STROTZ, NBC New York vice-president in charge of programs, was in Hollywood during late March for conferences with Don E. Gilman and John Swallow, the network's Western division vice-president and program director, respectively, on summer sustaining programs.

ROYAL J. HIGGINS for five years in charge of sales promotion for The Hallicrafters Co., Chicago, has been appointed director of advertising and sales promotion, effective March 24. Before joining The Hallicrafters Mr. Higgins was with Sears Roebuck.

LOUIS F. LONG, owner of KGLU, Safford, Ariz., was feted recently at a testimonial banquet in honor of his 20th anniversary in the amusement business in Arizona. State notables numbering 150 attended and entertainment was furnished by the Arizona Broadcasting Co. In addition to KGLU, Mr. Long owns a chain of movie theaters.

BILL LINDSAY, former commercial manager of WFBC, Greenville, S. C., and Gary Marable, from WSIX, Nashville, have joined the new WBIR, Knoxville.

LESLIE CARDONA, WRVA, Richmond, Va. salesman, is the father of a boy born recently.

WILLIAM J. SCRIPPS, manager of WWJ, Detroit, has been appointed an advisory member of the financial committee of the Wayne County Chapter of the newly-formed Michigan Amateur Emergency Council, composed of representatives of various amateur radio clubs and groups throughout the State and formed to aid in national defense and assist local and Federal authorities and relief agencies in any emergency or disaster.

CHARLES F. PHILLIPS, commercial manager of WFBL, has just been elected first vice-president of the Advertising Club of Syracuse.

SLOCUM CHAPIN, formerly of WOC, Davenport, has joined WKBN, Youngstown, as local sales director. Also new to WKBN is Henry Z. Ungar, previously associated with WSPD, Toledo, and WMBC, Detroit. Ungar is a salesman.

JOHN HEINEY, WJSV sales promotion manager, is vacationing in Miami.

DALE TAYLOR, manager of WENY, Elmira, N. Y., has been named chairman of the communications division of the Chemung County Disaster Relief Corps, which has been organized on a wartime basis.

PAUL McCLUER, manager of the NBC Central Division Red Network Sales Department, left March 29 for a Florida vacation.

THEODORE GRANIK, director and moderator of the MBS *American Forum of the Air*, is in California for a two-week vacation. Ernest Lindley, Washington newspaperman, is serving as chairman of the program during Granik's absence.

FRANK HARRINGTON, of the WSYR, Syracuse, sales department was one of 12 new directors elected at the annual meeting March 6 of the Syracuse Advertising Club at Hotel Syracuse.

WILLARD D. EGOLF, commercial manager of KVOO, Tulsa, has been re-elected president of the Tulsa Advertising Federation.

FRED DARLING, program director of CKGB, Timmins, Ont., has joined the sales staff of CJIC, Sault Ste. Marie, Ont. He is replaced by Lloyd Monk, music librarian of CKGB.

DWARF (Ky.) IS NO BUYING GIANT!

Dwarf, by any other name, would still be just another tiny Kentucky hamlet—more or less typical of the towns WAVE *doesn't* reach! Whereas the Louisville Trading Area—which WAVE covers *completely*—is a buying *giant* with a tremendous appetite for all the things most people buy! And WAVE's rates are based on *Louisville*—not on all the Dwarfs that add much to your sales *costs* but little to your *sales!* Send for the proof!

LOUISVILLE'S **WAVE**

INCORPORATED

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

WAYMON RAMSEY, formerly manager of KOMA, Oklahoma City, and more recently commercial manager of KABC, San Antonio, has been appointed general manager of KFDA, Amarillo, Tex.

HARRY PLOTKIN, FCC broadcast attorney, and Mrs. Plotkin, became the parents of an 8 lb., 5 oz. son, Ira Lev, born March 25 at Garfield Hospital, Washington, their first child.

MATT BONEBRAKE, general manager of KOCY, Oklahoma City, and Mrs. Bonebrake, on March 18 became the parents of an eight-pound son, Ronal Keithly.

HORACE GAYMAN, new to radio, has joined KLS, Oakland, Cal, as account executive.

JOHN E. GARDNER, after several weeks in Hollywood, has returned to his duties as manager of KTFI, Twin Falls, Ida.

WALDEMAR C. PORSOW, former radio program director and advertising agency associate, has been appointed manager of the new WIGM, Medford, Wis.

THOMAS MARTIN, announcer of WGY, Schenectady, N. Y., has been named to manage the new WWNY, Watertown, N. Y.

PAT McCALLION, sales executive of KOY, Phoenix, is the father of a recently-born baby girl.

CBS Trade News Shift

THE CBS trade news department, which has been a part of the sales promotion department under the supervision of Victor M. Ratner, has been incorporated into the publicity department. Herbert Hayard Swope Jr., formerly trade news editor, will remain in sales promotion as a copywriter, while his assistant, Robert Gerdy, has been transferred to publicity where he will continue to handle trade news.

READY!

AIM!

FIRE

Here's your "Big Gun" in your own preparedness campaign against lagging sales. Consider the fact that the KWKH listening audience, as reported in the new CBS audit of night-time coverage, extends from the Atlantic coastline clear across the southern half of the United States to the Arizona state line, extending even into Colorado and Utah. Sounds a bit exaggerated . . . doesn't it? But we've got the facts, and figures of regular listening to prove our story.

MEMBER
SOUTH CENTRAL
QUALITY NETWORK
KWKH—Shreveport
KTBS—Shreveport
KARK—Little Rock
WJDX—Jackson
WMC—Memphis
WSMB—New Orleans
CBS

50,000 Watts

KWKH

A Shreveport Times Station—Represented by the Branham Company

Meet the LADIES

RUTH CHILTON

A REAL, one-woman show is dainty Ruth Chilton, feminine commentator of WSYR, Syracuse, who on March 21 celebrated 16 years before the mike. The young veteran is a commentator, singer, dramatist and continuity writer. She presides over *Ruth Chilton's Matinee* for three-quarters of an hour, five days a week, writing and producing the show including commercials. That's a starter. She also does a four-year-old show, *We Want A Job*, weekly for the N. Y. State Employment Service; another daily show of social jottings called, *What's New*. Miss Chilton is the smallest girl on WSYR's roster, but she has sung and danced in RKO vaudeville, has been soloist in churches and with top orchestras and was with WEEI, Boston, for eight years, coming to WSYR four years ago. This active young woman also finds time for speeches to clubs and schools and for a lecture, now and then, at the Syracuse U workshop. She opened up the N. Y. State Fair for the first time to women's radio features and is annually director of feminine fair features for WSYR.

Martin Leich to WBOW

MARTIN L. LEICH, since 1936 manager of WEOA, Evansville, Ind., has been transferred to WBOW, Terre Haute, Ind., as manager, replacing W. W. Behrman, who will manage the new WISH, Indianapolis [BROADCASTING, Feb. 24]. WEOA will be operated under the direction of Clarence Leich, who manages its sister station WGBF. It was also announced that Mrs. H. F. (Pat) Roper, program director of WEOA-WGBF, has been promoted to assistant manager in charge of personnel and inside operations of the three stations, and that Guy Crecelius, sales manager, has been promoted to assistant manager in charge of sales and public relations.

GEORGE FERGUSON, Richard Bergen and Earl W. Kurtze, who operate the WLS, Chicago, Artists' Bureau, on March 1 also formed a new organization, Attractions Inc., handling radio talent, at 203 N. Wabash Ave., telephone Central 6812. Larry Kurtze, son of Earl Kurtze, formerly manager of Artists' Bureau Inc., Hollywood, has replaced his father on the West Coast.

GONZALEZ IS NAMED TO CBS LATIN POST

DR. ANTONIO C. GONZALEZ, former U. S. Minister to Panama, Ecuador and Venezuela from 1933 to 1939, has been appointed assistant director of Latin American relations for CBS to work with Edmund Chester, CBS director of shortwave broadcasting, on all matters relating to CBS' new American network which begins operations early in September.

Dr. Gonzalez

After practicing international and South American law in Hartford with the law firm of Olcott, Mestre & Gonzalez, founded by his father in 1876, Dr. Gonzalez served as counsel for American interests before the Claims Commission of the United States and Germany after the World War, and before the Claims Commissions of the United States and Mexico.

He has lived in nearly every Latin American country and is recognized as an authority of the people, governments, development and industry of those nations. He is married to the former Evelyn Quinlan, New York attorney, who aided in the organization of the Social Service Conference at Caracas, Venezuela, in 1939.

Comdr. Sharpe Named To New Navy Radio Post

CREATION of a radio section of the Public Relations Branch, Navy Department, was announced March 24, with appointment of Lieut. Comdr. Norvelle W. Sharpe, reserve officer on active duty, as its head. The new section, which is expected to parallel the radio section of the War Department Public Relations Branch, will handle all relations with the broadcasting industry on programming.

The Public Relations Branch, including press, radio and pictures, is headed by Comdr. H. Ray Thurber, USN. Lieut. Comdr. Sharpe, a Washington newspaperman, has been in the press section of the Public Relations Branch since September, 1939, on active duty.

New WKMO Completes Staff

SALUTED by the Indianapolis Stations WFBM, WIRE and WIBC, the new station in Kokomo, Ind., WKMO, will go on the air April 5 under the general managership of Lee Ryder, recently with WKPA, New Kensington, Pa. Mr. Ryder has announced completion of his staff as follows: Budd Hibbs, from WTEL, Philadelphia, program and production manager; Vernon Boylson, from WDZ, Tuscola, chief salesman; A. David Potter, salesman; Wilbur Nungesser, from WGAC, Augusta, Ga., chief engineer; Homer Haines, from WPAY, Portsmouth, O., engineer; Francis Finck, from WKBV, Richmond, Ind., engineer; Kathleen Wilson, from WEMP, Milwaukee, continuity writer; Rus Salter, from WMRN, Marion, O., announcer; Mal Ross, from Purdue U., sports announcer; Warren Williamson, from KYAN, Cheyenne, announcer; John DeYoung, from WOWO, Fort Wayne, announcer. Cox & Tanz will represent the station, which is owned by a corporation headed by Dr. Charles K. Boyajian and his son Charles Jr.

BEHIND the MIKE

NORMAN SICKEL, formerly in charge of the continuity and production department for the National Youth Administration Radio Workshop, has joined the continuity department of WNEW, New York. Previously, Mr. Sickel was writer, producer and commentator for the NBC-Red *Music for Moderns* program, and he has also written and produced scripts for CBS.

CARL HOFF, Hollywood musical director of the weekly CBS *Al Pearce & His Gang*, sponsored by R. J. Reynolds Tobacco Co., has resigned and will go to New York where he will organize a dance band. Lou Bring, pianist of the program orchestra, has temporarily taken over musical direction.

BILL STRINGER of the news department of WOAI, San Antonio, on March 2 married Anne Harrell, of that city.

ROBERT W. BOOTH, former assistant director of WTAG, Worcester, has been given the rank of staff sergeant in the intelligence section of division headquarters, Camp Edwards, Mass. He was the first member of WTAG to join the Army.

ARCH McDONALD, sports commentator of WJSV, Washington, and his family are in Orlando, Fla., covering the spring training of the Washington Senators.

JIM MOORE, announcer, formerly of KRE, Berkeley, Cal. has joined KSFO, San Francisco, replacing Charles Arlington, who went to Los Angeles.

WILLIAM LIVESAY, for the last year with KYA, San Francisco has joined the announcing staff of KPO-KGO, San Francisco.

WESS CARR, formerly with KCMO, Kansas City, has joined WWSW, Pittsburgh, as announcer.

EUGENE KING, conductor of the daily *Danceland* program and formerly chief announcer of WEVD, New York, has been named to the WOR announcing staff, succeeding Tom Slater who was appointed MBS coordinator of sports and special events.

MARION LOOMIS, secretary in the NBC Central Division Spot Sales Department, and William Weaver, former NBC Chicago special officer, were married in Dubuque, Ia., March 22. Weaver is now associated with the Coca Cola Co., Chicago.

TOM ARGUE, new to radio, has joined CFAR, Flin Flon, Man.

"Your wife says to remind you that WFDF Flint Michigan is now 1000 watts on 910."

JACK SIMPSON, formerly of KALB, Alexandria, La., and prior to that of KRMD, Shreveport, La., on March 17 joined the announcing staff of WBOW, Terre Haute, Ind.

DON MARCOTTE, NBC Central Division music supervisor, has been notified that his new tune "Schottische at Sunrise" will be recorded for Victor and Bluebird by Joe Reichman and Mitchell Ayers.

PAUL WEST, continuity editor of KSFO, San Francisco soon will publish a textbook on practical radio writing, titled *It's A Living*.

DEAN STEWART, announcer, formerly of KGMB, Honolulu recently was added to the staff of KYA, San Francisco, replacing Bill Livesay, who went to KPO-KGO.

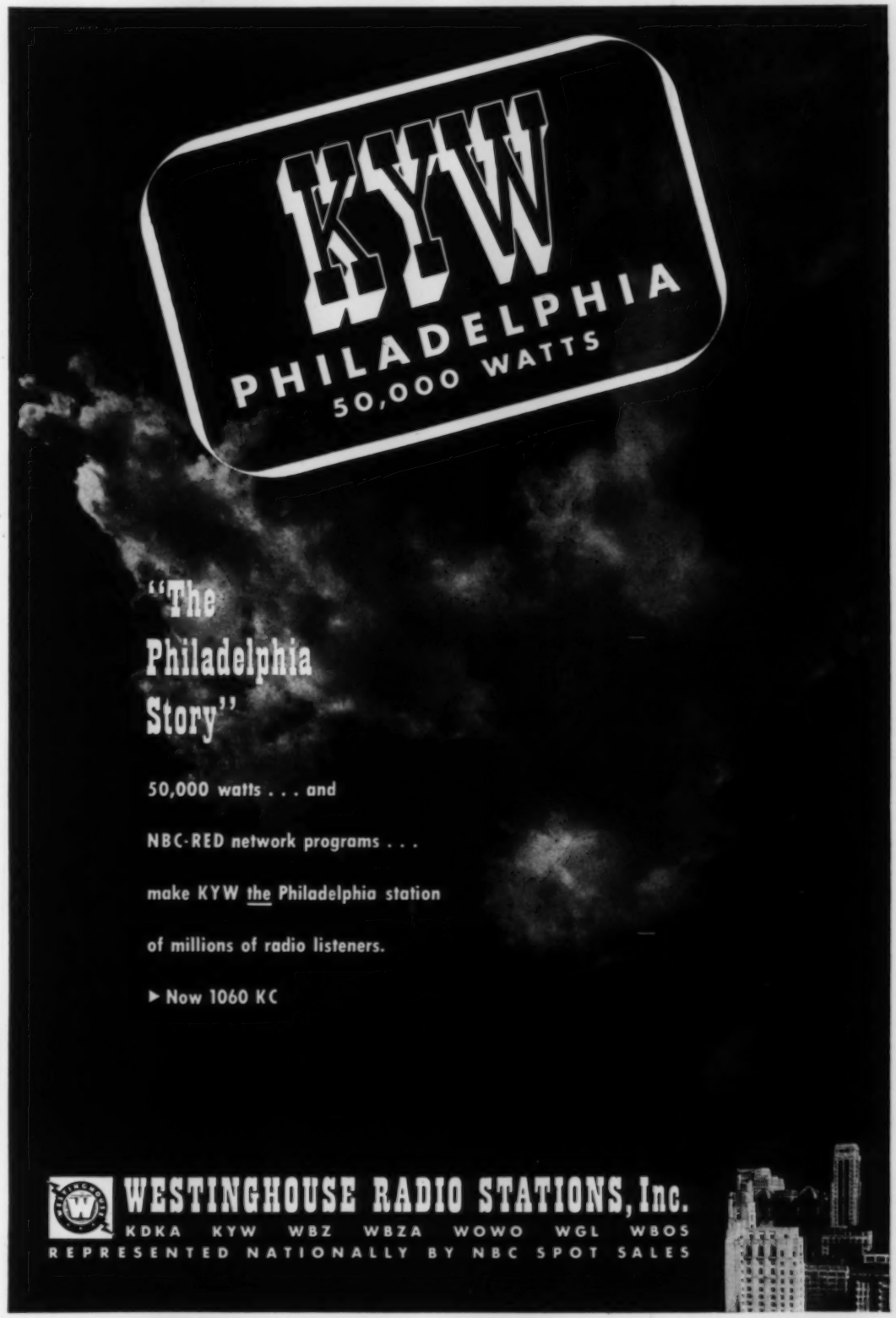
EDDIE HOUSE, organist of KROW, Oakland, Cal. has had his latest song, "Let Me Rest in the West Where I Belong" accepted by M. M. Cole Music Publishing Co. of Chicago, which will publish it.

STUART MACKAY, formerly of CJCA, Edmonton, and CJRC, Winnipeg, has joined the announcing staff of CKWX, Vancouver.

FRANK GOSS, announcer on the staff of KFWB, Hollywood, has resigned that post to join KNX, that city, in a similar capacity. Bob Greene is his KFWB successor.

PHIL H. MACMURRAY, formerly on the announcing staff of KHJ, Hollywood, has joined KFI-KECA, Los Angeles, in a similar capacity.

MORT ROVINS, radio time-buyer and producer for Julian G. Pollock Adv., Philadelphia, has resigned to become general manager of the John Hirsh Department Stores, with headquarters in Sunbury, Pa.


KYW
PHILADELPHIA
50,000 WATTS
"The Philadelphia Story"
50,000 watts . . . and
NBC-RED network programs . . .
make KYW the Philadelphia station
of millions of radio listeners.
▶ Now 1060 KC
WESTINGHOUSE RADIO STATIONS, Inc.
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

GEORGE M. NELSON has been appointed supervisor of the NBC mail messenger section, replacing Thomas Tart, who has been transferred to the NBC Ritz Theatre studios as supervisor. John Wahlstrom will assist Mr. Nelson. John Mills, who has been supervising the Ritz Theatre, NBC guest relations, and Joseph Jenkins of the mail room goes to the NBC personnel division.

ROLPH KALTENBORN, son of H. V. Kaltenborn, who has produced dramatic and musical radio shows for CBS, is teaching a radio workshop class at the University of Miami this semester.

DICK WHITTINGTON, program director of WTSP, St. Petersburg, will join WSUN of that city, on April 1, replacing Pete Stoner, who is transferring to WELI, New Haven.

JACK KELLY, formerly transcription manager and sports man of WWL, New Orleans, joined WGST, Atlanta, as assistant program manager. Prior to going to New Orleans he was on the announcing staff of WGST for five years. He is a native Atlantan.

KENNETH POWELL, announcer of WGY, Schenectady, recently married Kathleen Soper of Troy, N. Y. John Carnell, WGY accountant, has been drafted into the Army and Chester D. Vedder, announcer, has resigned.

HARRY G. BORWICK, associate editor of the *American Observer*, is now conducting news commentary, *Behind the News*, on WINX, Washington, sponsored by the National Bank of Washington.

DELL GIBBS, continuity editor and announcer of WFAA-KGKO, Dallas, was the first member of the station staff to be drafted. He was sent to Fort Sill, Okla. The day after Gibbs was called, George Utley, continuity writer, was notified to report to the Army Air Corps base at Hemet, Cal.

Bucks for Boners

NO PUNCHES are pulled in the *Broadcast Boners* column of the *Milwaukee Journal*, operator of WTMJ. It's all in fun but $5 is paid for the best lapsus linguae heard over the air during the week. In the Sunday Radio section of the *Journal* an appropriate cartoon showing the embarrassed announcer's predicament, announces the winners. Since September over 7,500 letters and postcards have poured in. Typical mental lapse: Bill Evans on WTMJ's *Top O' the Morning* program, "The correct temperature is now exactly 7 o'clock."

RONALD DAWSON, production manager of WFVA, Fredericksburg, Va., has been assigned to the 112th Company of the Virginia Home Guard, stationed at Alexandria. Dawson was at one time an officer in the British Army.

NEAL MOYLAN, special events director of WFBL, Syracuse, has been confined to a hospital recovering from a recent operation.

CHARLES STARK, free-lance announcer currently announcing programs on NBC, CBS and MBS, on March 27 celebrated his 12th year in radio.

GORDON WAYNE, commentator on WORL, Boston, has been appointed deputy collector of the Internal Revenue in Boston.

LOUIS E. MAHALA, news editor and director of special events of WMRN, Marion, O. has resigned to volunteer for Army service.

PILOT - ANNOUNCER Ralph Burgin, of WPTF, Raleigh, warms up his plane prior to a recent unsuccessful flight to Richmond that resulted in a forced landing. Over Laurenceville, Va., a blown cylinder head forced him down in a cow pasture. Unharmed, he managed to get back to WPTF in time for his 5:30 a.m. sign-on the following morning. Burgin is aviation editor of WPTF, conducting the weekly *Plane Talk* broadcasts.

ROBERT HARRINGTON and Ellsworth Reynolds of NBC Hollywood guest relations staff have been inducted into the Army. Donald Smith of the network's staff reports for training at Fort Ord, Cal., on April 4.

RUSSELL HUDSON, assistant to NBC western division sales traffic manager Henry Maas, and Jayne Druley of Hollywood, were married March 19 in Yuma, Ariz.

KEN HIGGINS, KFI-KECA, Los Angeles, announcer, recently sold his seventh original story to the CBS *First Nighter*, sponsored by Campana Sales Corp.

FEN JOB, formerly of WHLS, Port Huron, Mich., and CKOC, Hamilton, Ont., and Jack Russell, formerly of CKCR, Kitchener, Ont., have joined the announcing staff of CKGB, Timmins, Ont.

ROSS SNYDER, announcer, formerly of KYOS, Merced, Cal., has joined KJBS, San Francisco.

BOB HAMBLEY, announcer, formerly of KVCV, Redding, Cal., has joined KRE, Berkeley, Cal.

CLARENCE LEISURE, formerly chief announcer of KHSL, Chico, Cal., has joined KYA, San Francisco, succeeding Steve Bryher, resigned.

GEORGE BARBER, formerly with WSIX, WDOD and WJHL, has been made program director of the new WBIR, Knoxville, Tenn.

GERTRUDE BERG, author of *The Goldbergs*, serial sponsored on CBS by Procter & Gamble Co., Cincinnati, after April 4 also will write *Kate Hopkins*, sponsored on CBS by General Foods.

Silen Is Named by NBC For Philippine Coverage

TO BROADEN its news coverage in the Orient, NBC has added Ben Silen, manager of KZRH and KZRC, Manila affiliates of NBC, to the staff of NBC correspondents abroad. Mr. Silen, who has been in the Philippines since 1928 and has served as secretary of the Government Broadcast Committee, will be heard regularly on NBC-Red round-the-world feature *News of the World*.

Richard Tennelly is in Tokio and Edward MacKay covers the news in China from NBC's bureau in Shanghai. Harrison Forman, explorer-writer, and Edward Hartrich, radio veteran of the European field, have roving commissions for NBC in the Orient.

Durland to Hollywood

ADDISON DURLAND, chief of the Spanish section of NBC's international division and previously manager of the Cuban Tourist Bureau in New York, on April 14 will leave for Hollywood to take over a position as supervisor for all motion pictures having anything to do with Latin American countries. Appointed by Will Hays, chairman of the board of Motion Picture Producers and Distributors of America, Mr. Durland will work with Joseph P. Breen, manager of the Production Code Administration, to make for better understanding between the motion picture industry and Latin America.

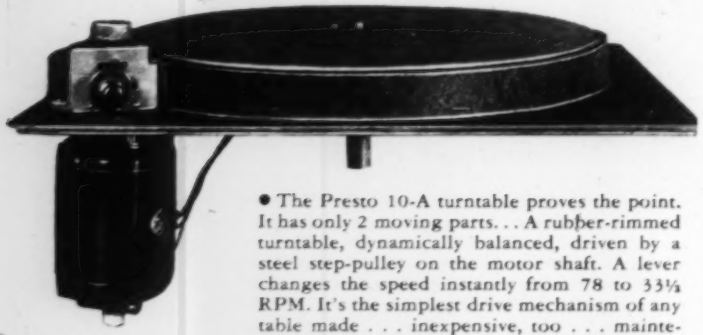
Benton Appointed

WILLIAM BENTON, vice-president of the U of Chicago, and former partner of Benton & Bowles, has been appointed a member of the Advisory Committee on Policy of the National Defense Council's body for Coordination of Commercial & Cultural Relations Between the American Republics.

Judith Lowry

JUDITH LOWRY, radio and stage actress, on March 21 died in Cleveland at the home of her son, Dr. Roswell Lowry. Miss Lowry was last heard on the air Jan. 11 on the *National Farm & Home Hour* on NBC, and at one time appeared regularly on the *Valiant Lady* serial program originating from WGN, Chicago.

THERE'S ALWAYS AN EASY WAY TO DO A JOB



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• The Presto 10-A turntable proves the point. It has only 2 moving parts... A rubber-rimmed turntable, dynamically balanced, driven by a steel step-pulley on the motor shaft. A lever changes the speed instantly from 78 to 33⅓ RPM. It's the simplest drive mechanism of any table made . . . inexpensive, too . . . maintenance averages $2.00 a year. As for performance, speed accuracy .4%, speed regulation .2%, vibration noises 50 db below zero level (.006W). Decide now to improve your transcription broadcasts. Replace your turntables with the new Presto 10-A. Catalog sheet on request.

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World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Follow the Crowd to Alaska...

• The National Defense program is bringing new thousands into the Territory.

• Maintenance of new Army and Navy bases will keep most of these persons permanently employed.

• Unparalleled building activity means a new population is forming, swelling an already rich Alaskan market.

• Progressive National firms are capitalizing on Alaska's rapidly expanding buying power by reaching the Alaskan market NOW via:

1000 watts **KFAR** 610 kc.

Seattle Rep. G. A. WELLINGTON 1011 American Bank Bldg.

Radio Centralized By Westinghouse

CENTRALIZATION of all broadcasting properties owned by Westinghouse Electric & Mfg. Co., under Westinghouse Radio Stations Inc., a wholly-owned subsidiary, was announced last Friday by

Mr. Evans

Mr. Wailes

Walter Evans, Westinghouse executive and vice-president of the subsidiary company.

Transfer of stations to the new company was authorized in February by the FCC and now has been completed, according to Mr. Evans. Stations now included in WRS Inc. are KDKA, Pittsburgh; KYA, Philadelphia; WBZ, Boston, WBZA, Springfield; WOWO-WGL, Fort Wayne; international shortwave station WBOS, and two FM stations.

Directors of WRS include several officers and executives of the parent company. They are A. W. Robertson, G. H. Bucher, M. W. Smith, Roscoe Seybold, Harold Smith and Mr. Evans. Officers are Mr. Bucher, president; M. W. Smith and Mr. Evans, vice-presidents; C. W. Pomeroy, secretary; L. H. Lund, assistant secretary; L. W. Lyons, treasurer; Mr. Seybold, comptroller; Frank A. Logue, auditor; A. H. Bates, assistant auditor.

Lee B. Wailes, manager of WRS Inc., heads the executive staff with headquarters in Philadelphia under Mr. Evans. Associated with him are Joseph E. Baudino, technical director; George Harder, publicity and advertising manager; Gordon Hawkins, program supervisor; F. P. Nelson, manager of international shortwave activities; Mr. Logue.

The new corporate setup permits the separation of a distinct and highly specialized operation from the parent company's engineering and manufacturing activities, and thus affords greater ease and flexibility of operations, Mr. Evans said. WRS Inc. originally was organized in 1925, in Indiana, as an operating unit for the Fort Wayne stations.

DOCTOR IS BROKE

Brinkley Tells Court How He Frittered Fortune

DR. JOHN R. BRINKLEY says he is broke. The bearded doctor, owner of XERA, Mexican border station at Villa Acuna, who made a fortune from his goat-gland operations, told a Little Rock bankruptcy court March 24 that he didn't know what had happened to sums ranging up into the thousands.

Questioned by an attorney representing clients seeking $230,000 damage claims, the doctor insisted that the entire enterprise of his famous hospital was his wife's. It was she who had brought $154,000 to Texas in 1933 to start his various enterprises. Now all she had left was "some jewelry, stock in the Del Rio Lumber Co., one or two automobiles, a few shares of Anaconda Copper stock, some scattered real estate and a little cash." At one point during the questioning he brought a round of grins when he explained he never had much money in the bank—"just $15,000 or $20,000".

The doctor, who gave his wife all the credit for the various Brinkley enterprises, told the court that his fabulous career started in Kansas with an inheritance. It grew with real estate investments, and grew still more with his hospitals. Then a cloud of law suits ate up the bank balance and led to bankruptcy.

Stay Order Hearing

THE FULL six-member U. S. Court of Appeals for the District of Columbia will hear re-arguments April 7 on its authority to issue stay orders on FCC decisions, pursuant to action taken a fortnight ago granting the petition of Scripps - Howard Radio Inc., licensee of WCPO, Cincinnati. In its ruling Feb. 3 the court, in a split opinion, held it was without authority to issue stay orders enjoining the FCC from making its rulings effective pending the determination of appeals. The rehearing will be handled before the full court of six members, an unusual procedure. Joseph L. Rauh Jr., assistant general counsel of the FCC, will argue the case for the FCC, against Paul M. Segal for WCPO.

ASCAP Petition

ASCAP has applied for a new trial to test the constitutionality of the Washington State anti-ASCAP law and is now awaiting a date to be set by the Federal District Court in Tacoma, according to Schwartz & Frohlich, counsel for the Society. An attempt of ASCAP, prior to the consent decree, to secure an injunction against the law was dismissed when the court ruled that ASCAP did not have "clean hands" and therefore was not entitled to relief [BROADCASTING, Jan. 1].

HELEN MACK, New York actress, has been named to take the part of Marge in the *Myrt & Marge* serial sponsored on CBS by Colgate-Palmolive-Peet Co. She replaces Donna Fick, who died last month.

Reynolds Tobacco Plans For Summer Programs

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), in arranging its summer schedule, in early June will shift Ilka Chase's *Luncheon at the Waldorf*, now heard Saturdays at 1:30-2 p.m. on NBC-Blue, to 7:30-8 Friday evenings on CBS to be vacated for the summer by the sponsor's *Al Pearce & His Gang*.

Plans include retention of *Xavier Cugat's Orchestra* (NBC - Red, Thursdays, 7:30-8 p.m.), *Uncle Ezra* (NBC - Red, Saturdays, 10-10:30 p.m.). and *Blondie* (CBS, Monday, 7:30-8 p.m.) are to take vacations starting in early July, but replacements have not been determined, according to William Esty & Co.

In Tulsa It's
KTUL
5000 Watts — CBS
Many extra millions for defense in an already great market!
FREE & PETERS, INC., Exclusive National Representatives

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AVAILABLE!
A SPORTS PROGRAM with 5-Year Following
With baseball coming up, now's the time to take advantage of this popular sports program broadcast in the early evening, Monday through Saturday. Offers you an established following built up over 5 years of successful advertising. An ideal spot for a sponsor anxious to reach WFBL's active sports audience.
For complete details, write or wire
WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives

DOUBLE
FOR
NOTHING
EXTRA
600
That's our new dial address — 600! And whatta change it makes in our coverage picture! PRIMARY signal strength increased 4.3 times . . . . to serve more than 60,000 radio homes instead of 33,000! Secondary service signal 4.9 times stronger, increasing square miles covered by 376 percent! That's good news, and so is this: We're delivering this DOUBLE COVERAGE in rich Piedmont North Carolina at NO RATE INCREASE!
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WSJS
"the Journal-Sentinel Station"
WINSTON-SALEM, N. C.
Represented by Headley-Reed Company

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WSPD, Toledo

American Home Products, Jersey City. (Anacin), 3 *t*, weekly, thru Blackett-Sample-Hummert, N. Y.
Dodge Motor Car Co., Detroit, 7 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Waltham Fountain Pens, Chicago, Ill. (Pens) *sp* daily, thru United Adv. Service, Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek tooth brush) 5 *ta* weekly, thru Young & Rubicam, N. Y.
United Drug Co., Boston, 3 *t*, thru Spot Broadcasting, N. Y.
Carter Products, New York (liver pills) 5 *ta* weekly, thru Spot Broadcasting N. Y.
Feminine Products, New York (Arrid), 2 *sp* weekly, thru Spot Broadcasting, N. Y.
General Foods Sales Co., New York (Grape Nuts Wheat Meal), 5 *ta* weekly, thru Young & Rubicam, N. Y.
National Refinery, Cleveland, 6 *ta* weekly, thru Sherman K. Ellis Co., N. Y.
Cleveland Cleaner & Paste Co., Cleveland Walvet, wallpaper cleaner), 50 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Bond Stores, New York (men's clothing), 5 *sp* weekly, thru Neff-Rogow, N. Y.
Beech-nut Packing Co., Canajoharie, N. Y. (gum), 7 *sa* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Studebaker Corp., South Bend, Ind, 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Chr. Hansen's Labs., Little Falls, N. Y. (Junket), 5 *ta* weekly, thru Mitchell-Faust Adv. Co., Chicago.
White Labs., Newark, (Chooz), 5 *sa*, weekly, thru William Esty & Co., N. Y.
Kroger Grocery & Baking Co., Cincinnati (meats) 5 *t* weekly, 26 weeks, thru Ralph Jones Co., Cincinnati.

WFAA-WBAP, Dallas-Fort Worth

Armstrong Cork Co., Lancaster, Pa. (rugs), 156 *t*, thru BBDO, N. Y.
Dr. Pepper Co., Dallas-Fort Worth (soft drink), 39 *t*, thru Benton & Bowles, N. Y.
MacFadden Publications, New York (magazine), 20 *sa*, thru Ruthrauff & Ryan, N. Y.
Dr. Salsbury's Labs., Charles City, Ia. (remedies) 36 *sa*, thru N. A. Winter Adv. Agency, Des Moines.
Reader's Digest Assn., Pleasantville, N. Y. (magazine), 14 *t*, thru BBDO, N. Y.
John Morrell & Co., Ottumwa, Ia. (dog food), 156 *sa*, thru Henri, Hurst & McDonald, Chicago.
Church & Dwight Co., New York (soda), 195 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.
Dwight Edwards Co., San Francisco (coffee), 209 *sa*, through McCann-Erickson, San Francisco.
Walker Remedy Co., Waterloo, Ia., (chick remedy), 26 *t*, thru Weston-Barnett, Waterloo, Ia.
Penick & Ford, New York (desserts), 60 *t*, thru BBDO, N. Y.
Kellogg Sales Co., Battle Creek, Mich. (cereal), 127 *t*, thru Kenyon & Eckhardt, N. Y.

WRC-WMAL, Washington

Potter Drug & Chemical Co., Malden, Mass. (Cuticura), 6 *sa* weekly, 52 weeks, thru Atherton & Currier, N. Y.
BC Remedy Co., Durham, N. C., daily *sa* (both stations), thru Harvey-Massengale Co., Durham.
Cudahy Packing Co., Chicago (Puritan ham), 18 *sa*, thru Erwin, Wasey & Co., Chicago.

KGKB, Tyler, Tex.

Wm. Wrigley Jr. Co., Chicago (gum), 5 *sp* weekly, thru Arthur Meyerhoff & Co., Chicago.
Fant Milling Co., Sherman, Tex. (flour), 12 *sa* weekly, thru Couchman Adv. Agency, Dallas.

WAPI, Birmingham

Phillips-Lester Mfg. Co., Birmingham (overalls), 3 *sp* weekly, direct.
Carnation Co., Milwaukee, 2 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 6 *t* weekly, thru Bermingham, Castleman & Pierce, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrushes), 7 *sa* weekly, thru Ferry-Hanly Co., N. Y.
Manhattan Soap Co., New York, 6 *sp* weekly, thru Franklin Bruck Adv. Co., N. Y.
Pan-American Petroleum Corp., New Orleans, 18 *ta* weekly, thru Fitzgerald Adv. Agency, New Orleans.
General Motors Corp., Pontiac Division, 3 *sa* weekly, thru McManus, John & Adams, Detroit.
Plough Inc., Memphis (Penetro), 3 *ta* weekly; (Mexican heat powder), 4 *ta* weekly; (St. Joseph Aspirin), 3 *ta* weekly, thru Lake - Spiro - Shurman, Memphis.
Studebaker Corp., South Bend, 3 *t* weekly, thru Roche, Williams & Cunnyngham, Chicago.

KQW, San Jose, Cal.

Princess Pat Ltd., Chicago (Liquid Liptone), 6 *sa* weekly thru Frank R. Steel & Assoc., Chicago.
Waltham Fountain Pens, Chicago (pens), 6 *sp* weekly, thru United Adv. Companies, Chicago.
Shell Oil Co., San Francisco, 13 *sa* weekly, thru J. Walter Thompson, San Francisco.
Safeway Stores Inc., San Francisco (Kitchen Kraft Flour), 18 *sa* weekly, thru J. Walter Thompson, San Francisco.
General Mills, San Francisco (Wheaties), baseball games, thru Westco Adv. Agency, San Francisco.
B. F. Goodrich Rubber Co., Akron (tires), baseball games thru Ruthrauff & Ryan, N. Y.

WHK-WCLE, Cleveland

T. M. Sayman Products Co., St. Louis (soap), 117 *t*, thru Kelly, Stuhlman & Zahrndt, St. Louis.
Clipper Craft Clothes, New York, 65 *ta*, thru Emil Mogul Co., N. Y.
Horowitz-Margareten Co., New York (food), 6 *sa* weekly, thru Advertisers Broadcasting Co., N. Y.
Crazy Water Co., Mineral Wells, Tex., 6 *t* weekly, thru Benson & Dall, Chicago.
Richman Brothers Co., Cleveland (clothes), 5 *sp* weekly, thru McCann-Erickson, Cleveland.

KGKO, Fort Worth-Dallas

Employers Casualty Co., Dallas, (insurance), 52 *sp*, thru Ira deJernett Adv. Agency, Dallas.
Grie-edieck Western Brewery Co., Belleville, Ill. (beer), 156 *t*, thru Gardner Adv. Co., St. Louis.
Starr Pen Co., Chicago (fountain pens), 13 *sp*, thru United Advertising Companies, Chicago.

WIBG, Glenside, Pa.

Creamette Co., Minneapolis (macaroni), 6 *sp* weekly, for 10 weeks, thru Mackenzie Inc., Minneapolis.

KOA, Denver

Dr. Salisbury's Labs., Charles City, Ia. (poultry remedies), 2 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.
O'Cedar Corp., Chicago (polish), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Gardner Nursery Co., Osage, Ia. (plants), 6 *t* weekly, thru Northwest Radio Adv. Corp., Seattle.
General Foods Corp., New York (Post Toasties), 5 *t* weekly, thru Benton & Bowles, N. Y.
Sears, Roebuck & Co., Denver (retail chain), 3 *sa* weekly, thru E. O. Shaw Adv. Agency, Denver.
Durkee Famous Foods, Chicago (margarine), 3 *ta* weekly, thru C. Wendel Muench & Co., Chicago.
Walker Remedy Co., Waterloo, Ia. (poultry remedies), 6 *sa* weekly, thru Weston-Barnett, Waterloo, Ia.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 4 *ta* weekly, thru Wade Adv. Agency, Chicago.

WOWO-WGL, Fort Wayne

Carter Products, New York (proprietary), 175 *ta*, thru Street & Finney, N. Y.
Kroger Grocery & Baking Co., Cincinnati (beef), 143 *sa*, thru Ralph H. Jones Co., Cincinnati.
H. Fendrich Inc., Evansville, Ind. (cigars), 65 *sp*, thru Ruthrauff & Ryan, Chicago.
Roman Cleanser Co., Detroit, 52 *sa*, thru Gleason Adv. Agency, Detroit.
Feminine Products, New York (Arrid), 127 *ta*, thru Small & Seiffer, N. Y.
Zippo Mfg. Co., Bradford, Pa. (cigarette lighters), 8 *sa*, direct.
Perfection Stove Co., Cleveland, 13 *ta*, thru McCann-Erickson, Cleveland.
Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), *sp* series, thru Rogers & Smith, Chicago.
Perfection Biscuit Co., Chicago, 312 *sp*, direct.
F. Schumacher & Co., New York (Waverly fabrics), 3 *sp*, thru Anderson, Davis & Platte, N. Y.

KHJ, Los Angeles

Acme Brewing Co., Los Angeles (beer, ale), weekly *t*, thru Brisacher, Davis & Staff, Los Angeles.
Calavo Growers of California, Los Angeles (avocados), 5 *sp* weekly, thru Lord & Thomas, Los Angeles.
Golden State Co., San Francisco (dairy products), 3 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
Shell Oil Co., San Francisco (gasoline), 15 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

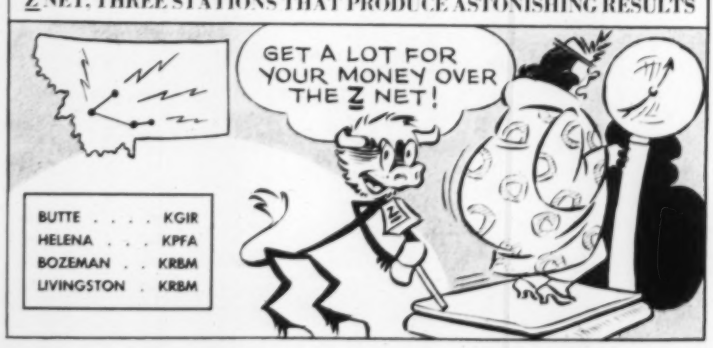
WQXR, New York

Charles Gulden Inc., New York (mustard), 7 *sp* weekly, 4 weeks, thru Chas. W. Hoyt Co., N. Y.
New York Herald Tribune, New York (classified section), 32 *sa* weekly, direct.

WBNX, New York

Body of Christ Inc., New York (religious), weekly *sp*, 52 weeks, direct.
Kitchen Klenzer, New York (cleanser), 45 *sa* weekly, thru Arthur Meyerhoff & Co., N. Y.

Z NET. THREE STATIONS THAT PRODUCE ASTONISHING RESULTS



CONSUMER'S GROUP TO MEET IN APRIL

THIRD National Conference on Consumer Education will again be held this year at Stephens College, Columbia, Mo., April 7-9. An annual event, the conference is sponsored by the Institute for Consumer Education, a project of the Alfred P. Sloan Foundation at the college.

Much of the meeting will be devoted to discussions and analyses of the social and economic problems affecting everyday living. Particular emphasis will be placed on how the schools can help solve these problems and thus aid American consumers to raise their standard of living. It is expected that from 600 to 700 educators, Government officials, consumer and business leaders will attend the three-day session.

Last year's conference was featured by attacks on commercial radio advertising [BROADCASTING, April 15, 1940], at which time charges were voiced that radio was in collusion with magazines and newspapers to force unneeded products of advertisers down the throats of consumers for profit. It was also claimed by some that advertising tended to raise the price of the consumer goods in unnatural proportion.

Crawford Clothes Using Heavy Radio Schedule

CRAWFORD CLOTHES, New York, in a record purchase of time on March 23 started 12¼ hours of programs on WMCA, New York, using 25 quarter-hours weekly, a one-hour program Sundays, and five hours of recorded music spotted throughout Saturday. Broadcasts include Jim Grouch's *Rise & Whine* program five times weekly at 7:30 a.m., Lester Bromberg's *Sportscope* Monday and Friday at 8 p.m., 16 news spots, and Art Green as m.c. on recorded musical programs.

Company also sponsors Major Paul Raborg, military analyst of WHN, New York, six times weekly on WHN at 7:45 p.m., in addition to six other quarter-hour news shows weekly. Also *The Odd Side of the News* program thrice-weekly at 8:25 a.m. on WABC, New York, and thrice-weekly news at 7:30 p.m. on WNEW, New York. Agency is Al Paul Lefton Co., New York.

Pall Mall Test

AMERICAN TOBACCO Co., New York will test one-minute transcribed announcements in major markets for Pall Mall cigarettes through the recently appointed agency, Ruthrauff & Ryan, New York. Starting week of March 24 the company is using 36 announcements weekly on seven stations in New York, Chicago, and San Francisco. Contracts are for 26 weeks.

'Smokers' Test in N. Y.

WEBSTER - EISENLOHR, New York, is testing one-minute announcements in the New York area for Smokers, a 5-cent Havana filler cigar. Company is using five announcements weekly on WHN, ten on WINS. Roberts & Reinecs, New York, is agency.

Radio Advertisers

BESSIE BEATTY, who conducts the *Martha Deane* morning programs on WOR, New York, celebrated her sixth month on the series last week with the announcement that her sponsor list of 12 is now full and no new commercials can be taken until a vacancy occurs. Starting on the program Sept. 23, 1940, with only two sponsors—New York Telephone Co., and Philadelphia Dairy Products Co.—Miss Beatty has added the following ten sponsors since that date: John Morrell & Co., for both E-Z cut ham and Red Heart Dog Food; Radbill Oil Co.; Rockwood & Co. (candy); Geo. Washington Coffee Refining Co.; Blue Moon Foods; L. E. Waterman Co.; Central Savings Bank; R. B. Davis Sales Co.; Van Camp Foods Inc.

CHICAGO MOTOR CLUB, through Aubrey, Moore & Wallace, Chicago, began sponsorship of a thrice-weekly Associated Press news program on WMAQ, March 25, with Norman Ross as newscaster, for 13 weeks.

HARVEY BROS., Inc., Chicago (men's clothing chain), on March 24 started six-weekly five-minute recorded programs on WIND, Gary, Ind. Agency is L. M. Zivi Co., Chicago. On March 3 firm started six-weekly quarter-hour news programs on KTRI, Sioux City; six-weekly quarter-hour hillbilly programs featuring the *Ark Valley Boys* on KFH, Wichita; six-weekly five-minute news programs on WTAX, Springfield, Ill. All contracts are for 13 weeks. In addition firm is currently sponsoring five-weekly 10-minute sports broadcasts on WMBD, Peoria. All contracts, with the exception of the first were placed direct.

KROGER GROCERY & BAKING Co., Cincinnati (meat products), on March 31 started a new daytime transcribed serial *Heart in Harmony* on WGN, Chicago, Monday through Friday, 9:30-9:45 a.m. (CST), for 52 weeks. In addition, sponsor is currently presenting on WGN *Editor's Daughter*, Monday through Friday, 11-11:15 a.m., promoting its Vitamin B-One O'Clock Bread, and *Linda's First Love*, Monday through Friday 10:45-11 a.m. for Hot-Dated Coffee. Agency is Ralph H. Jones Co., Cincinnati.

DAGGETT & RAMSDELL (Canada), Toronto (cosmetics) on March 24 started travel talks three times weekly on CFRB, Toronto, placed by Cockfield Brown & Co., Toronto.

WINDSOR TOBACCO Co., Windsor, Ont., has started daily spot announcements on CKCL, Toronto, placed by Commercial Broadcasting Service, Toronto.

Clothing Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a pre-Easter campaign, which started March 24, is using daily one-minute transcribed dramatic announcements on a group of stations nationally. List includes KOMO KJR KOL KRSC KFRC KJBS KSFO KYA KGO KROW KMBC KITE WHB, with two daily being used on KGB. Transcriptions, with musical openings, were cut by Radio Recorders Inc., Los Angeles. Milton Weinberg Adv. Co., that city, has the account.

LARGEST single announcement package sold by WOKO-WABY, Albany, in more than ten years was announced last week with the signing of a contract with Wm. Wrigley Jr. Co., Chicago, for 3,120 one-minute announcements for gum to run 52 weeks. Agency is Vanderbie & Rubens, Chicago.

CHICAGO AIRCRAFT COLLEGE, Chicago (training school), on March 30 started a weekly 10-minute recorded program *Melody Cruiser* on WGN, Chicago. Contract for 13 weeks was placed direct.

DESIGNED to stimulate business on Hollywood Blvd., Hollywood (Cal.) Chamber of Commerce, in cooperation with the Merchants Assn., that city, on March 10 started sponsoring a five-weekly quarter-hour man-on-the-street program on KMPC, Beverly Hills, Cal. Titled *Hollywood Quiz*, the program is handled by special events announcer, Hal Hodge, and originates from a different point on Hollywood Blvd. each day. Contestants, picked from the crowds that gather, answer questions on all phases of Hollywood life. Awards are passes to the Hollywood Pantages and Grauman's Chinese theatres.

KELLY DOUGLAS & Co., Vancouver, B. C. (Naboh Coffee) has started a weekly half-hour program on 14 western Canadian stations, and a series of five-weekly spot announcements on the same stations. Account was paced by Stewart-McIntosh, Vancouver, B. C.

SUTLIFF TOBACCO Co., San Francisco (Heine Blend pipe tobacco) recently started sponsorship of *Human Side of Sports*, featuring Commentator Ira Blue, for a number of years on KPO-KGO, San Francisco, in a nightly series, Monday through Saturday, on KQW, San Jose, Cal.

FIRST INDUSTRIAL BANK, Denver, is using daily one-minute temperature reports on KOA, that city. Contract is for 13 weeks, having started in mid-March. Agency is Max Goldberg Adv. Agency, Denver.

UNION OIL Co., Vancouver, B. C., starts early in April a new program series on seven western Canadian stations, featuring the civilian war effort in Canada. Account is handled by Stewart-McIntosh, Vancouver.

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

NBC RED NETWORK

National Representatives JOHN BLAIR & CO

Tops in sales!

In Los Angeles, KHJ carries 100% more local and regional business than its nearest competitor!

MUTUAL DON LEE

KHJ

LOS ANGELES, CALIF.

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

THE CAMPAIGN that succeeds, whether military or commercial, is based on detailed information covering every phase of the objective to be won. When the objective is SALES in any of our markets, you can look to us for an intimate knowledge of local factors to be considered in planning a successful air-attack.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Ave.	New Center Bldg.	349 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 5688	Prospect 3584	Douglas 3188

WHB
Kansas City's Favorite Station
★
"Represented by Rambeau"
WM. G. RAMBEAU COMPANY
CHICAGO
360 No. Michigan
Andover 5566
NEW YORK
Chanin Building
Caledonia 5-4940
KANSAS CITY

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

MARNEY FOOD Co., Huntington Park, Cal., (Marco pet food), on April 1 starts a twice-weekly quarter-hour morning program featuring Dave Lane, singer-pianist, on KNX, Hollywood. Contract is for 52 weeks, with placement through Ivar F. Wallin Jr., & Staff, Los Angeles. American Chicle Co., Long Island City (Adams Clove Gum), heavy user of national spot radio, on March 24 also started sponsoring Lane in a six-weekly five-minute program on that station. Agency is Badger, Browning & Hersey, New York.

ALBERT S. SAMUELS Co., San Francisco and Oakland, Cal. (jewelry stores) conducted a special two-day radio campaign on five San Francisco stations—KPO KGO KSFO KJBS KFRC—March 16-17 using spot announcements to call attention to its annual silverware sale. The jewelry firm is the sponsor of *Who's Dancing Tonight?* Sundays on KSFO and *Romance in Reno* weekly on KQW, San Jose, Cal. Agency is Will Russell & Co., San Francisco.

MARKS CREDIT CLOTHING Co., Chicago (men and women's apparel), on March 24 started five-weekly quarter-hour news commentaries by Irving Pflaum on WIND, Gary, Ind. In addition firm on March 17 began sponsorship of two-daily quarter-hour transcribed programs *Guess Who*, on WCFL, Chicago. During the broadcast three selections are played and listeners are requested to guess who the artists were. Prizes are awarded to the winners. Contracts are for 52 weeks. Philip Abrams Adv. Agency placed the accounts.

CALAVO GROWERS of California, Los Angeles (avocados), in a two-week Southern California supplement to its national campaign, on March 27 started sponsoring participations five times weekly in Mildred Van's *House Party* on KECA, and Norma Young's *Happy Homes* on KHJ, with six per week in the combined *Sunrise Salute* and *Housewives Protective League* programs, conducted by Fletcher Wiley, on KNX. Agency is Lord & Thomas, Los Angeles.

HAAS-BARUCH & Co., Los Angeles (Iris coffee), a consistent user of Southern California spot radio, on April 1 starts using 35 daytime signal announcements weekly on KNX, Hollywood. Contract is for 13 weeks. Firm is also using 10 spot announcements per week on KHJ, that city. Robert Smith Adv. Agency, Los Angeles, has the account.

ASSOCIATED DRUGGIST Corp., Los Angeles (independent drug stores), new to radio, on March 23 started a weekly half-hour spelling bee on KECA, that city, for 26 weeks. Titled *Little Red School House*, the program is conducted by Paul Langford. Sidney Garfinkel Adv. Agency, Los Angeles, has the account.

NU-ENAMEL Corp., Chicago (paint), on April 21 starts a six-time weekly participation in *Heinie & His Grenadiers* on WTMJ, Milwaukee. Agency is William Blair Baggaley Inc., Chicago.

CHICAGO FURNITURE MART, Chicago, on March 23 renewed for 52 weeks its weekly quarter-hour *Sunday Sunshine* program on WBBM, Chicago. Agency is Newby, Peron and Fliteraft, Chicago.

Bunte Back on 6

BUNTE BROTHERS, Chicago (Tango candy bars), on March 31 renewed for four weeks its varying schedule of 5 to 15-minute news periods, participations and spot announcements on six stations. Stations are WBBM, Chicago; WLW, Cincinnati; WFAB, Lincoln, Neb.; KOIL, Omaha; KSD, St. Louis; WHO, Des Moines; WJR, Detroit. Agency is Presba, Fellers & Presba, Chicago.

NOW THEY LOOK LIKE THIS

See page 12

PHOTOGRAPHS ON PAGE 12 in the same (l to r) order show: (1) **Don Belding**, Los Angeles v.p. of Lord & Thomas, who went into the Oregon Coast Artillery at the outbreak, was assigned as radio sergeant in Headquarters Company 60 at the Fortress Monroe Radio School, then was transferred to Officers Training Camp at Saumur, where he was a cadet when the Armistice was signed. (2) **Frank M. (Scoop) Russell**, NBC Washington v.p., who left Iowa State U to enlist in 1917 and in June, 1918, was assigned as instructor in bayonet work at Camp Pike, becoming a top sergeant before he was mustered out in November, 1918. (3) **Ellis VanderPyl**, director of promotion of WGAR, Cleveland, who left Andover to enlist, went overseas as a first sergeant with a machine gun battalion of the 26th (Yankee) Division, was twice wounded and decorated and is now a major in the Army Reserve.

BROADCASTS CAN SELL PIANOS

Roux Tells Manufacturers How Dealers Have Used Radio Successfully in Various Cities

RADIO can sell pianos, the National Piano Manufacturers Assn. was told by W. C. Roux, sales promotion manager of national spot and local sales for NBC in New York, during a meeting last week at the Hotel New Yorker.

Citing various programs used by piano dealers throughout the country, Roux told the association that radio had repeatedly proven itself as a media capable of moving their merchandise. Among the firms using radio cited by Mr. Roux were the Charles E. Wells Music Co. using KOA, Denver, since 1937 with *The Wells of Music*. The company reported that in December, 1938, it sold $25,000 worth of pianos and organs, their best month in ten years, due primarily to radio.

Other firms mentioned in the talk included the Clark Music Co. of Syracuse, which has used radio for 15 years averaging three programs a week over that period, and the Arthur Jordan Piano Co. of Washington, using a Saturday morning program and frequent spots.

Commenting on the success these programs have had in various localities, Mr. Roux said:

"No other business I can think of has the opportunity that the piano and music business has to give people an exact idea of the qualities of merchandise they are offering."

KRBA Rebuilding

NEW STUDIOS of KRBA, Lufkin, Tex., now under construction to replace those completely destroyed by fire March 17, should be completed within a month according to Richman Lewin, KRBA promotion manager. Though equipment was removed to the street during the fire, which started in the Singleton Bldg. next to KRBA, it was seriously damaged by the first sleet and snow storm Lufkin had all year. The station lost no time on the air, however, signing on the next morning from emergency studios in the transmitter building two miles from downtown Lufkin.

WILLIAM GANSON ROSE Inc., Cleveland has stipulated with the Federal Trade Commission to stop certain advertising representations for Rahnous capsules and nasal drops on behalf of E. W. Rahn, distributor of the preparations, according to an announcement last Friday by the FTC.

Federal Control Urged For Crime Broadcasts

A RESOLUTION calling on Congress to authorize Federal regulation of radio crime programs was introduced in the California State Legislature at Sacramento March 18 by Senator Ed Fletcher of San Diego. Certain programs, Senator Fletcher declared, "are romanticizing the nefarious exploits of criminals."

Series of anti-ASCAP bills, designed to outlaw the right of that organization to act as a collective bargaining agency in California and proposed by Assemblyman Jack B. Tenney of Los Angeles, have tentatively been set for hearing April 10 [BROADCASTING, Feb. 3].

COOPERATIVELY sponsored *Show of the Week*, heard Sundays at 6:30 p.m. on MBS stations, concluded its present series March 23, to return early in October. Agency is Redfield-Johnstone, New York.

NO NAME...

but what a story!

A GROCERY PRODUCT—how we wish they would let us use their name—was promoted over 15 of the nation's leading stations. Stations like WGN of Chicago, WJR of Detroit, WLW of Cincinnati. In New York they used a network station and WMCA.

The test was tough. The listener had to send in three wrappers and 25¢ in cash for a piece of inexpensive jewelry. WMCA lured quarters and wrappers at a cost 40% lower than the national average. Locally, WMCA scintillated even brighter. *WMCA brought in 46.5% of the total New York area inquiries at an average cost 47% lower than the network station.* Nearly as many letters for one-half the cost!

To switch metaphors in mid-stream: For Big League Sales at Bush League Cost give WMCA a crack at the ball. A phone call, letter or wire will bring one of our men hustling with all the details.

wmca

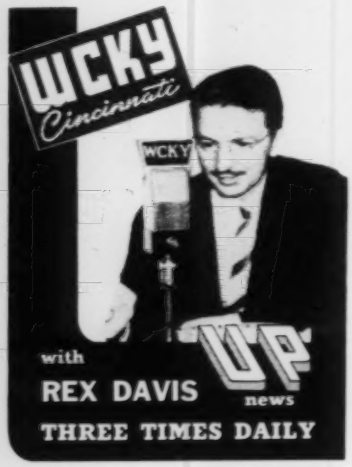
America's Leading Independent Station

NEW YORK: WMCA Building, 1657 Broadway
Chicago: Virgil Reiter & Co., 300 N. Michigan Ave.

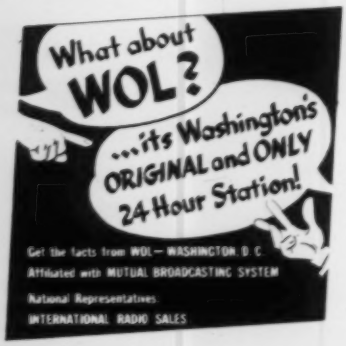
CHNS
THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capitol City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York



"Madame, I'm the Burn-Smith man, representing WFDF Flint Michigan. Let me show you how to clean up with our new kilowatt on 910."


What about WOL?
...its Washington's ORIGINAL and ONLY 24 Hour Station!
Get the facts from WOL—WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
INTERNATIONAL RADIO SALES

Purely PROGRAMS

TRUE TALES from the life of a leading banking institution are dramatized on *Inside Stories* heard over KOMO, Seattle, and sponsored by Seattle First National Bank. Using files of the institution, which go back to 1870, the series tells the Northwest's economic history, with its numerous incidents of human interest. The files, which provide the writers of the show with a great store of material, contain stories couched in formal financial language of diplomats as well as sourdoughs.

* * *

Facts of States

FAMILIARITY with history, economy, folklore and similar background of each is the basis of *Know Your State*, now heard on stations in each of the 48 States. Programs are developed by the National League of American Pen Women, of which Lulu Gable Giese is national radio chairman. At the recent League congress in Miami, talks were given by Frank Jaffery, of WIOD; Norman McKay, of WQAM; Leslie Bains, of WKAT; Steve Willis, of WJNO.

* * *

Flying Ladies

WOMEN in aviation will be highlighted in a new series of weekly quarter-hour programs starting April 4 on WPEN, Philadelphia. Betty Thompson, noted aviatrix and a member of the famous 99 Club, will conduct the program, to be known as *Air Hostess*. The achievement of women in the field of aviation will be emphasized and each program will include an interview with a famous pilot.

* * *

Ghost Stories

AS HIS 89th idea to go on the air in three years, Maurice Dreicer's program of *Ghost Stories* is presented five times weekly on WHOM, Jersey City. Dreicer, radio commentator, forum conductor and one of the busiest men in radio with 24 programs a week, plays all the characters himself, depending on voice projection entirely for his hair-raising results on the WHOM program.

* * *

More War

EYEWITNESS accounts of this and past wars will be told on the *Freedom Under Fire* series starting April 4 on WEVD, New York, under the direction of John Hunter. First guests will be Dr. Raoul Aglion, former member of the French legation in Cairo, and Donald MacAfee, who went to France with the AEF in 1917 and remained to fight with the French forces in Africa in 1940.

* * *

Army-Navy News

AS A SPECIAL service directed to 40,000 Army and Navy personnel in the area who are unable to hear regular newscasts, KMO, Tacoma, has started a daily early morning five-minute news program, titled *Army-Navy News*. Featuring Art Primm as commentator, the program is released at 6:15 a.m.

Going to College?

DIRECTED to high school seniors, Washington State College and U of Washington, in a three-week campaign ending April 18, are jointly presenting a weekly half-hour educational program titled *Should I Go to College?* on KMO, Tacoma. Under direction of William H. Botzer, assistant dean of men at the University of Washington, the series gives an insight into the possibilities of the state educational institutions in helping students prepare for adult life. Series is endorsed by local and state educational leaders, as well as civic organizations.

WLW's Chautauqua

AN ATTEMPT to restore the chautauqua as a source of entertainment and education, on the scale it had known in the early days of this century, is to be made by WLW, Cincinnati, this summer. George Biggar, WLW program director, and Wade Miller, general manager of the Miami Valley Chautauqua Assn. have announced a weekly series of full-hour programs extending from June 29, to Aug. 17. Many prominent figures, among them the former mayor of Narvik, will be featured. Howard Tooley, Chicago producer, has been named to direct the program.

Merchandising & Promotion

Out of the Sky—Lucky Clovers—Bayou Posies—All for Homes—Promotion Portfolio

PARACHUTES were used to promote the new NBC-Blue affiliation of WOC, Davenport, Ia. Daily for a week thousands of small parachutes with a weighted cardboard tag as ballast were dropped over the Tri-Cities, Davenport-Moline-Rock Island. The tag was redeemable for a Peter Paul Mound Candy Bar, while several console radios were given away each day to persons finding the tags with the numbers 1370, the present frequency of WOC, and 1450, the new frequency after March 29th. Announcements on WOC called the listeners' attention to the aerial blitzkrieg.

* * *

Lucky Leaf

TO KEEP before clients the fact of KYW's 50,000-watt coverage, the station has distributed a celluloid pocket calendar showing its wattage and its NBC-Red affiliation. Pasted in between the two pieces of celluloid is a real four-leaf clover in a round transparent frame, as a reminder that "at 10,000 watts per leaf, you're 40,000 watts luckier than ever before."

* * *

At Food Show

EVERY STAR in the KPO-KGO studios in San Francisco affiliated with a food company sponsor appeared at the recent annual convention of the United Grocers in the Golden Gate city. During the banquet, held at the Palace Hotel, the radio folk were introduced to the corner groceryman.

* * *

Creole Gardenias

A GARDENIA, not real but a good facsimile thereof, was sent to the trade by WWL in reminding that the Spring Fiesta and WWL are vital parts of New Orleans.

* * *

920 Menu

CASHING IN on the popularity of the *920 Club* on WORL, Boston, one of the sponsors, the Beachcomber restaurant has a "920 Club menu."

Rockford Exposition

IN CONNECTION with the 1941 Better Homes Exposition the week of March 24-29, WROK, Rockford, Ill., erected a glass enclosed studio on the Exposition floor from which several live talent programs were broadcast each day. In addition, WROK engineers set up an oscilloscope and invited studio visitors to "see" their voices. Photos of stars of Mutual network programs heard on WROK were also featured.

* * *

Auto Exhibit

RADIO-CAR tieup by R. H. Nelson, distributor of Nash autos in Muskegon, Mich., drew 15,000 people to a special exhibit in the studios of WKBZ. In the studio auditorium an effective display of Nash cars was shown and entertainment furnished by the WKBZ talent staff.

* * *

Tips to Sponsors

TO ENCOURAGE sponsors on WOR, New York, to use newspapers, magazines and other media to merchandise their programs, the station's sales promotion department has created a portfolio containing examples of merchandising arranged by WOR accounts.

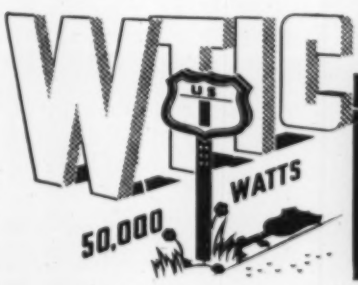
INS
Says Al Hunter, News Editor, KFRC, San Francisco: "With INS service my job is a breeze."
INTERNATIONAL NEWS SERVICE

RELAX! . . . Let WTIC do the Job for Your Product in America's No. 1 Market

No matter what your product may be, WTIC has the power—and the authority—to make your selling job easy and profitable in the rich Southern New England territory.

Within the range of WTIC's powerful voice, factory man-hours have jumped 30% within a year and per capita retail sales are 52% above the national average. There's money in this Southern New England area—money for whatever you have to sell.

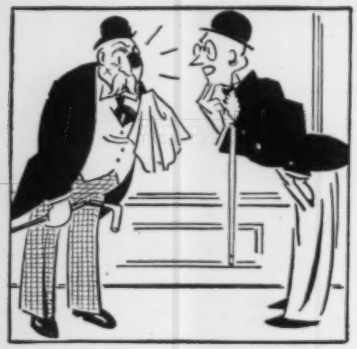
And you can reach it best through WTIC—with its impact of 50,000 Watts and the authority of more than 15 years distinguished service to friendly, prosperous Southern New England.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Network and Yankee Network

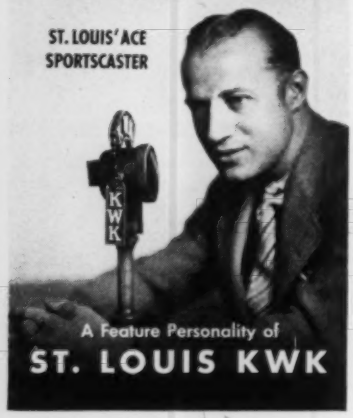
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco



"She must have a wallop like that WFDF Flint Michigan signal, now that it's 1000 watts on 910."

JOHNNIE O'HARA

ST. LOUIS' ACE SPORTSCASTER



A Feature Personality of

ST. LOUIS KWK

Exclusive Affiliate in St. Louis

MUTUAL BROADCASTING SYSTEM

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Dominant

IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Clear Channel

Agencies

MEADE WILDRICK, vice-president of Bermingham, Castleman & Pierce, New York, for three years, has been called into active service as a lieutenant-colonel in the Army. He started duties March 24 as public relations officer at West Point Military Academy.

E. J. COLLINS and Arthur L. Grimes of the Dayton office of Lord & Thomas have been named manager and assistant manager, respectively, of that office.

MARTHA'S ADV. SERVICE, Los Angeles, co-owned by Martha Weisler and Jessie Day, has been established at 230 W. 7th St., that city. Accounts formerly serviced by Ruth Hamilton Associates, have been taken over by the new concern. Miss Hamilton has retired from the advertising business to devote her time to other interests.

CHESTER LaROCHE and Hubbell Robinson, president and talent director, respectively, of Young & Rubicam, after Hollywood conferences with Joe Stauffer, the agency's West Coast manager, have returned to New York.

SHELTON WEEKS, former sales and advertising manager of Lion Brewery, New York, and previously of J. Walter Thompson Co., New York, has joined Lynn Baker Co., New York, as account representative.

ROBERT F. DENNIS Inc., Los Angeles agency, on April 1 moves to 219 W. 7th St., that city.

BELNAP & THOMPSON, Chicago, has opened an office in San Francisco.

GARRICK TAYLOR, formerly of Mitchell-Faust Adv. Co., Chicago, on March 13 joined the radio-creative department of Goodkind, Joice & Morgan, Chicago.

GEORGE WHITSETT, formerly copy chief of N. W. Ayer & Son, San Francisco, has joined Leon Livingston Adv. Agency in San Francisco.

DAVID BOTSFORD Jr. recently resigned from J. Stirling Getchell Inc., New York, to join Botsford, Constantine & Gardner, San Francisco, where he has replaced Hugh McKenzie, who has been called to active service with the Army. Botsford will serve as production manager and account executive.

E. LEE STANLEY, for two years with Sherman K. Ellis & Co., Chicago, on March 10 joined Leo Burnett Co., Chicago.

MELVIN BRORBY, vice-president of Needham, Louis & Brorby, Chicago, was recently elected president of the Lake Shore Club of Chicago.

FOUR ARMOUR MEN got together to discuss final plans for the Treet chrysanthemum plant offer and the radio program *Treat Time*. They are (l to r) C. E. Darwent, assistant advertising manager, Armour & Co.; W. J. Milton, canned foods sales department; G. W. Munro, assistant manager, canned foods sales; Clair Heyer, radio advertising manager.

Walter Burn Called Up

WALTER P. BURN, president of Walter P. Burn & Associates, New York, has been ordered to active staff duty with the chief of Chemical Warfare Service in Washington, reporting April 7. A wartime lieutenant of engineers who saw active service in France, Mr. Burn was in the Army until 1935 and now holds the rank of lieutenant colonel. His eldest son, Richard, born while his father was with the AEF, was commissioned last December as a second lieutenant in the Chemical Warfare Service and is now on active duty at Edgewood Arsenal, Md. Direction of Walter P. Burn & Associates has been taken over by William Noble, vice-president.

JOHN B. GUEDEL, radio director of Dan B. Miner Co., Los Angeles, has been elected vice-president in charge of radio. Irvin Atkins has been added to the radio division as production aide.

FRANK SCHLESSINGER, manager of the San Francisco office of Allied Adv. Agencies, and Mary Milford, actress of KPO-KGO, recently announced their engagement and plan to be married May 9 at Ross, Cal.

MRS. CARROLL WHEDON, of the promotion department of CBS, has resigned to join the copy department of George Bijur Inc.

Dan Ryan Leaves Long To Direct 'Uncle Ezra'

DAN RYAN, timebuyer and production manager of W. E. Long Co., Chicago, national advertising agency, on April 1 resigns to produce the NBC-Red feature, *Uncle Ezra*, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camel cigarettes and Prince Albert Tobacco. He will serve the Long agency in an advisor capacity.

Al Sperry, formerly of the MacGregor Recording Co., Hollywood, will handle the major production job after Mr. Ryan leaves. Jean Scott, formerly of Blackett-Sample-Hummert, Chicago, will be in charge of copy. Jane Baker, one-time timebuyer, later in the continuity department, has been reappointed timebuyer. Mr. Ryan will have no official capacity with Wm. Esty & Co., New York, the Reynolds agency, working as an independent producer.

Expansion in Hollywood By J. Walter Thompson

EXPANDING Southern California operations, J. Walter Thompson Co. will establish new downtown Los Angeles offices at 621 S. Hope St. April 10, and in addition continue its Hollywood radio division headquarters at 1549 N. Vine St.

Norton W. Mogge (right), for

five years the agency's Pacific Northwest manager, headquartered in Seattle, who assumes management of the Los Angeles offices, is pictured discussing expansion plans with Daniel J. Danker, Southern California vice-president. Nationally known in radio and advertising, Mogge recently served as Pacific Adv. Clubs Assn. president. Danker, associated with J. Walter Thompson Co. in Hollywood for 15 years and known as the "Mayor of Hollywood" because of wide acquaintance, continues to direct the agency radio activities in Southern California.

WILLIAM ROUSSEAU, formerly radio producer of Young & Rubicam, New York, has joined the production staff of Transamerican Broadcasting & Television Corp., New York, where he will have charge of production of *As the Twig Is Bent* and *Light of the World*.

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

For information about free telegraph cost analysis —wire collect: J. B. Pansera, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT:

Postal Telegraph

We have THE VERY IDEA

for your radio advertising. One minute or one hour— live or transcribed.

The COVERT Co.

360 N. MICHIGAN AVE., CHICAGO

AGENCY Appointments

ALBERT MILLER & Co., Chicago (Miller's Packaged Potatoes), to Mitchell-Faust Adv. Co., Chicago. Radio has been used in the past.

WABASHA ROLLER MILL Co., Wabasha, Minn. (Big Jo flour), to Presba, Fellers & Presba, Chicago. No radio plans at present.

SCHUTTER CANDY Co., Chicago (candy bars), to Rogers & Smith, Chicago. No radio plans at present.

BLUE MOON FOODS Inc., Thorpe, Wis. (food products), to Hoffman & York Adv., Milwaukee. Radio has been used.

COMET RICE MILLS, Beaumont, Tex., to Leche & Leche, Dallas.

SNIDER PACKING Corp., Rochester, N. Y., to Weiss & Geller for frozen food division.

EUREKA VACUUM CLEANER Co., Detroit to Geyer, Cornell, & Newell, Detroit. No plans have been announced as yet.

MILKMAID Inc., New York, to H. M. Kiesewetter Inc., New York, for the promotion of a new product, Milkmaid Cleansing Milk & Emulsion. No radio plans have been announced.

LYNDON PRODUCTS Corp., Norwalk, Conn. (cosmetics), to Albert Frank-Guenther Law, New York. Company plans to use announcements on participating programs.

MAJESTIC MFG. Co., St. Louis (ranges), to Anfenger Adv. Agency, same city. No radio plans at present.

BRENTWOOD SPORTSWEAR MILLS, Philadelphia (sportswear), to J. M. Korn & Co., Philadelphia.

WISH Appoints Free & Peters

APPOINTMENT OF Free & Peters Inc., as national representative of the new WISH, Indianapolis, has been announced by C. Bruce McConnell, president of the station. Originally expected to start operation May 1, the Indiana outlet is now scheduled to go on the air June 15. Delay is due to difficulty in getting radiators and transmitter equipment due to defense order priorities. A member of the basic NBC-Blue network, WISH will operate with 5,000 watts day and 1,000 night on 1300 kc.

WAGE Appoints Petry

WHEN the new WAGE, Syracuse, N. Y., goes on the air shortly, it will be represented nationally by Edward Petry & Co., the station's management announced March 26. Howard C. Barth, onetime manager of WSYR, is secretary-manager of Sentinel Broadcasting Co., which obtained a construction permit last July for 1,000 watts on 620 kc.

Adler Forms Own Firm

PAUL F. ADLER, for several years with Sears & Ayer Inc., station representatives, on March 24 announced his resignation to form his own organization on the Pacific Coast, to represent eastern advertising agencies, advertisers and advertising services.

Press Interests in 292 Stations

(*Continued from page 8*)

struction permit granted Feb. 5 to Courier-Post Publishing Co. for 250 watts on 1340 kc.; same ownership as *Hannibal Courier-Post* and *Kewanee (Ill.) Star-Courier* and interlocking ownership with other newspapers of the Lee Syndicate, including *Davenport Times, Davenport Democrat, Muscatine Journal, Ottumwa Courier, Mason City Globe-Gazette, Madison Wisconsin State Journal, LaCrosse Tribune, Lincoln Nebraska State Journal* and *Lincoln Star*. Identified with these newspapers are KGLO, Mason City; KOIL, Omaha; KFAB and KFOR, Lincoln; WIBA, Madison; WKBH, LaCrosse.

3. KHON, Honolulu, Hawaii—Construction permit granted Feb. 18 to Hawaiian Broadcasting System Ltd. for 250 watts on 1310 kc.; 24.25% of stock owned by *Honolulu Star-Bulletin*. Same company is licensee of KGMB, Honolulu, and KHBC, Hilo, Hawaii.

4. WMRF, Lewistown, Pa. — Construction permit granted Feb. 25 to Lewistown Broadcasting Co. for 250 watts on 1500 kc.; one-third of stock owned by Sentinel Co. Inc., publisher of *Lewistown Sentinel*.

Transfers Pending

The nine stations for which transfer applications to companies involving newspapers interests are pending FCC approval are:

1. WFTL, Fort Lauderdale, Fla.—Purchased recently by Ralph A. Horton, vice-president of *Fort Lauderdale Times*.

2. WTMC, Ocala, Fla.—Licensed to Ocala Broadcasting Co., with John H. Perry newspaper interests as 49% stockholders. Sale of remainder of stock to Perry interests pending. This station faces an FCC revocation order on charges of "hidden ownership" in the obtaining of its original construction permit. The Perry newspapers also control WCOA, Pensacola; WJHP, Jacksonville; WDLP, Panama City, Fla., the latter also facing a revocation order on the same charges.

3. KFNF, Shenandoah, Ia.—48.75% of stock and option on remainder owned by *Des Moines Register & Tribune* interests, who have sold it subject to FCC approval to owners of the *Omaha World-Herald*.

4. WSAR, Fall River, Mass.—Sale to *Fall River Herald-News* pending FCC action.

5. KMMJ, Grand Island, Neb.—Licensed to same owners as *Clay County Sun*, a weekly published in Clay Center, Neb.; sale to *Grand Island Independent* pending FCC approval.

6. WBAX, Wilkes-Barre, Pa.—10% of stock under option to be sold to Charles B. Waller, acting on behalf of the *Wilkes-Barre Times-Leader* and *Herald*. This station faces a revocation order and an application pends for its reorganization under another company in which Mr. Waller also appears as 10% stockholder.

7. WMRC, Greenville, S. C.—49% of stock under option to be sold to Roger Peace, publisher of *Greenville News* and *Piedmont* and owner of WFBC, Greenville.

8. KFQD, Anchorage, Alaska—Sale to Midnight Sun Broadcasting Co. pends FCC approval. Midnight Sun Broadcasting Co., licensee of KFAR, Fairbanks, is controlled by Capt. A. E. Lathrop, who owns the *Fairbanks News-Miner*, among many other Alaskan interests.

9. KAWM, Gallup, N. M.—Sale by A. W. Mills to A. W. Barnes, publisher of *Gallup Independent*, pends FCC approval.

14 Still Hold CP's

The 14 stations with newspaper interests identified with their ownership which are still holders of construction permits and not yet reported on the air are:

WGGA, Gainesville, Ga., one-third owner by Austin Dean, editor of *Gainesville Eagle*, a weekly; KBUR, Burlington, Ia., 25% of stock owned by J. Tracy Garrett, publisher of *Burlington Hawk-Eye Gazette*; KDTH, Dubuque, Ia., construction permit held by *Dubuque Telegraph-Herald*; WHYN, Holyoke, Mass., all stock owned by owners of *Holyoke Transcript-Telegram*; WDBC, Escanaba, Mich., 44.76% of stock owned by publisher and editor of *Marquette* (Mich.) *Mining Journal*; KHMO, Hannibal, Mo., construction permit issued to publisher of *Hannibal Courier-Post*; KRJF, Miles City, Mont., construction permit issued to publisher of *Miles City Star*; WMUR, Manchester, N. H., 5% of stock owned by Edward J. Gallagher, publisher of *Lacouia* (N. H.) *Citizen*; WWNY, Watertown, N. Y., controlled by Harold B. Johnson, publisher of *Watertown Times*; WMRF, Lewistown, Pa., one-third owned by publisher of *Lewistown Sentinel*; KBWD, Brownwood, Tex., one-fourth owned by J. S. McBeath, publisher of *Brownwood Bulletin*; WMVA, Martinsville, Va., 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*; WKWK, Wheeling, W. Va., majority stock owned by Joe L. Smith Jr., minority stockholder in *Beckley* (W. Va.) *Post-Herald*; KHON, Honolulu, 24% of stock owned by *Honolulu Star-Bulletin*.

Bogner Shifts

P. JOSEPH BOGNER, for two years partner of Bogner & Martin, on April 7 assumes the New York managership of Sears & Ayer, national station representative firm. John P. Martin will continue with the organization. Before his affiliation with Mr. Martin, Bogner was for 12 years with Prudden, King & Prudden, newspaper representative concern, later joining Mitchell-Ruddell, station representatives, as head of the New York office. Paul Adler, whom Mr. Bogner succeeds, resigned to open a program service in Los Angeles. New address of the Sears & Ayer New York office is 295 Madison Ave., telephone, Ashland 4-6699.

William M. Strong

WILLIAM M. STRONG, vice-president and director of BBDO, died in Pasadena, Cal. on March 23. A native of Scarsdale, N. Y., Mr. Strong had been with BBDO since his graduation from Princeton, in 1921, handling accounts of The Alexander Hamilton Institute, Harvard Classics, Phoenix Mutual Life Insurance Co., *Red Book, McCall's, New York Herald-Tribune* and *Saturday Evening Post*. He is survived by his widow, the former Josephine Sehbald Barber, and a son, David.

5000 WATTS DIRECTIONAL

WBNX NEW YORK

TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—

Metropolitan New York

560

KFDM ? ? ? ? ?

Doing business for you in the same old place..

When a store changes location its business slumps. Traffic falls off. Customers—no matter how regular they are—can't remember the new spot. It's the concern that "stays put" that gets the business. The buyers know where it is. They go there.

March 29 was moving day for most stations. But not KFDM . . . it is "staying put" . . . and doing business in the same old place. Its listeners will not have to change their habits.

When you purchase KFDM your advertising dollar is still worth 100 cents.

KFDM now offers a complete Merchandising Service to help make the most of your advertising Dollar.

KFDM

BEAUMONT, TEXAS

Representatives

1000 Watts Howard H. Wilson Company 560 K C

START A BOOK CLUB
OF YOUR OWN
With Bargain-Priced TOWER BOOKS!

• FULL SIZE • CLOTH BOUND

32 Popular Titles by Leading Authors Originally Published at $2 to $3

• Here's something really new in a continuity premium—start a Book Club of your own! Tower Books offer you an assortment of 32 titles on such timely topics as Gardening Short Cuts, Business Letter Writing, Home Owner's Handbook, Effective English, Child Care, U. S. History, Marriage Hygiene and many others. At a maximum cost (to you) of 30c, you'll keep your customers coming back for more and more of these full size cloth-bound volumes. Send today for a sample copy and complete list of titles.

Address Dept. B-31

THE WORLD PUBLISHING CO.
2231 W. 110 St. Cleveland, O.

One of America's Best Buys

for—COMPLETE ECONOMICAL COVERAGE of TAMPA BAY AREA

Florida's 2nd Largest Resort Region

The Tampa Bay area includes St. Petersburg, Tampa, Clearwater, Sarasota, Bradenton . . . the most densely populated of any section of the same size in the state of Florida. Within a radius of 75 miles from St. Petersburg and station WTSP lies one of the most prosperous trading areas in the entire South . . . and it is covered completely and economically by . . . . . .

WTSP

St. Petersburg TIMES Affiliate

A REGIONAL STATION in a CLASS "A" MARKET

St. Petersburg, Fla.

R. S. Stratton, *Manager*
Represented by
Radio Advertising Corp.
New York • Chicago
Cleveland

Studio Notes

WOL, Washington, has started its full hour *News-Go-Round* program daily from 11 p. m. to 12 midnight. Broadcast is divided into five duplicate news periods enabling listeners to tune in at any time and hear a full newscast. Frank Blair and Stephen McCormick alternate as announcers using news from the wires of UP, Transradio and Washington City News Service.

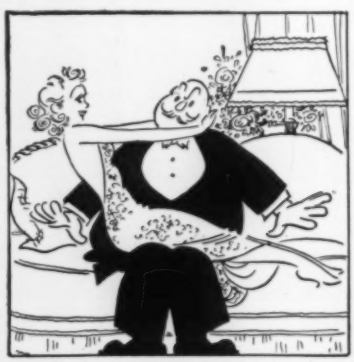
KFRC, San Francisco, sent Announcer Bob Forward along with the more than 100 San Franciscans making a "Good Neighbor Tour" to Mexico City, under sponsorship of the Chamber of Commerce. The party spent a week in Mexico City where Forward interviewed President Camacho and United States Ambassador Josephus Daniels. Forward took along special transcription equipment. These interviews along with many others featuring dignitaries and civil officials encountered on the trip were shipped by air express to KFRC where they were broadcast on arrival.

WNAX, Yankton, S. D., will send two boys and two girls from the State to the National 4-H Roundup in Washington this spring. The station believes it is the only one in the country underwriting the cost of sending delegates to the Nation's Capital. Arthur J. Smith, program manager of the station, and Charles Worcester, farm service director, were on the board of judges.

WKBZ, Muskegon, Mich., participated in National Girls Week recently by allowing 31 local girls from Muskegon schools and colleges to take over all announcing duties for one day. Fifteen-year-old Beverly Ashbacker, daughter of General Manager Ashbacker, handled two news periods.

WOR, New York, has installed a facsimile receiver in the reception center at Fort Dix, N. J., and each Tuesday morning, from 2 to 4 a.m., the station devotes the two-hour period to Army news, chiefly to items taken from the *Fort Dix Reception Center Gazette*, newspaper published by the men at the camp. Technical arrangements were made by Private Charles Davidson, former WOR engineer, and Charles Singer, WOR's transmitter chief.

KSFO, San Francisco, striking a new note of inter-station cooperation, recorded six baseball programs for KROW, Oakland, featuring Dean Maddox, sportscaster. The programs, transcribed by a KSFO crew, were made at the Oakland Acorns spring training camp at Napa, Cal. They will be released over KROW, on six consecutive nights, preceding the official opening of the Oakland Club with the San Francisco Seals, April 6.



"Oh, did you know that that ducky FCC has given WFDF Flint Michigan 1000 watts on that perfectly divine frequency of 910 kilocycles?"

THE NEW WFCI, Pawtucket, R. I., becomes a member of the Colonial Network and of MBS on April 5, under a contract signed last week. Seated (l to r), Frank Crook, president of WFCI, and prominent Rhode Island businessman, and John Shepard III, president, Colonial Network. Standing, Ted Allen, commercial manager, WFCI, Gerald Harrison, Colonial station relations, and Paul Oury, WFCI general manager. WFCI will operate on 1420 kc. with 1,000 watts fulltime.

CERTIFICATES of merit were presented to WLS Program Director Harold Safford, Martha Crane and Helen Joyce on the *WLS Feature Foods Program* March 12 by Lt. Commander Robert Brown of the Ninth Naval District. The awards were made for their "diligent work, unselfish and devoted to the best interests of the United States Navy," and were signed by Rear Admiral Downes. It's said Martha Crane and Helen Joyce are the only two women ever to receive the coveted award.

WLAC, Nashville, has planned a regular weekly broadcast from the grounds of Camp Forrest at Tullahoma, Tenn. The station's mobile unit will be on hand to bring a word picture of the happenings in training camp through interviews with draftees and talent selected from them. Tim Sanders, WLAC's special events man, is in charge of the program.

AS AN AID to motorists WIRE, Indianapolis, in cooperation with the Indiana highway department, presents daily bulletins regarding detours and highway conditions on the *Farm & Home Hour* and news programs. In addition, the newsroom answers all calls requesting such information.

WITH the appointment of William Costello, formerly of the *Omaha World-Herald* and one-time city editor of the *Honolulu Star-Bulletin*, as farm editor of WBBM, Chicago, a new early morning *Farm Service Hour*, Monday through Saturday, began March 31. On the program general farm news is augmented by weather reports, analyses of farm legislation, crop and production statistics, a market summary and late price reports, and practical ideas in livestock, dairy and grain farming.

WRVA, Richmond, recently added six new programs for origination from its Norfolk studios. WRVA has also extended its *Okay America* series, which it has been originating weekly from various military encampments in Virginia, and the *Camp Lee Calling* programs from Camp Lee. Harold Lucas, contact man in Tidewater area, supervises the Norfolk broadcasts.

WQXR, New York, on March 31 is increasing its weekday time on the air with the addition of one hour at noon, which will keep the station on the air from 7 a.m. to 1 p.m., at which time it signs off until 3 p.m. Heretofore WQXR signed off at 12 noon until 3 p.m.

WAITE HOYT, former pitcher of the New York Yankees and radio sportscaster, will be back on WOR, New York, this season to conduct a program of baseball comment following all of WOR's broadcasts of the Brooklyn Dodgers' games, starting April 1. He will also be heard on WOR on the days when the Dodgers are traveling and no game is broadcast.

WCCO, Minneapolis, staged a *WCCO Cavalcade* program March 26 to dramatize the station's rise from crystal-set days of 1924 to its present 50 kw. operation. Show was to acquaint listeners with the March 29 frequency shift. Various former announcers and oldtime entertainers were brought back to the mike to reminisce and present acts of yesteryears.

WIBX, Utica, N. Y., has started a series of staff parties to promote better relations among the station personnel. The first held St. Patrick's Day was attended by some 50 guests. Five members of the station were feted for meritorious service in connection with WIBX activities. Hal Smith served as m.c. and entertainment was furnished by members of the staff.

AFTER more than a year's absence from the air, *Indiana Indigo*, musical variety program under the direction of Jeanne Brown, musical director of WOWO, Fort Wayne, was resumed March 29 on NBC-Blue Saturdays 2-2:30 p.m.

EXPANDING its merchandising activities, WCAE, Pittsburgh, has arranged permanent displays in 100 Kroger Grocery & Baking Co. stores. Displays are changed each week to give products of WCAE sponsors visual advertising.

WBAL means business in Baltimore

Network Accounts

All time EST unless otherwise indicated.

New Business

P. LORILLARD Co., New York (Old Gold cigarettes), on April 17 starts for 13 weeks, *Tommy Riggs & Betty Lou*, on 6 NBC-Pacific Red stations (KPO KFI KGW KOMO KHQ KMJ), Thurs., 9:30-10 p.m. (PST). Agency: J. Water Thompson Co., N. Y.

ONTARIO TRAVEL BUREAU, Toronto, on April 20 starts variety show on 50 CBS stations, Sun., 5:30-6 p.m. Agency: Walsh Adv. Co., Toronto.

Renewal Accounts

CAMPBELL SOUP Co., Camden (soup), on April 28 renews *Fletcher Wiley* on 36 CBS stations, Mon. thru Fri., 2:30-2:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

CAMPBELL SOUP Co., Camden (Franco-American macaroni & spaghetti), on March 31 renews *Lanny Ross* on 58 CBS stations, Mon. thru Fri., 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.). Agency: Ruthrauff & Ryan, N. Y.

CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks *Martha Webster* on 58 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. (repeat, 3-3:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

CAMPBELL SOUP Co., Camden (soup), on March 31 renews for 52 weeks *Amos 'n' Andy* on 61 CBS stations, Mon. thru Fri., 7-7:15 p.m., (repeat, 11-11:15 p.m.). Agency: Ward Wheelock Co., Philadelphia.

BELL TELEPHONE SYSTEM, New York, on April 28 renews for 52 weeks *The Telephone Hour* on 90 NBC-Red stations, Mon., 8-8:30 p.m. Agency: N. W. Ayer & Son, N. Y.

UNION OIL Co., Los Angeles, on April 28 renews for 52 weeks *Point Sublime* on 14 NBC-Pacific Red stations, and adds KOH, Reno, Mon., 8:30-9 p.m. (PST). Agency: Lord & Thomas, Los Angeles.

RICHFIELD OIL Corp., New York, on April 1 renews for 39 weeks Arthur Hale's *Confidentially Yours* on 30 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis & Co., N. Y.

GRIFFIN MFG. Co., Brooklyn (All-Wite shoe polish), on March 24 renewed *Who Knows?* on 4 MBS stations, Mon., 10:15-10:30 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York (Blue coal), on March 23 renewed for four weeks *The Shadow* on 17 MBS stations, Sun., 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

HECKER PRODUCTS Corp. on May 3 renews *Lincoln Highway* on NBC-Red, increasing to 61 stations, and moves to Sat., 11-11:30 a.m. Agency: Benton & Bowles, N. Y.

Network Changes

ILLINOIS MEAT Co. on April 4 shifts *Play Broadcast* on 5 MBS stations to Fri., 8:30-9 p.m. and on April 18 shifts to Fri., 9:30-10 p.m.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on March 25 shifted *Glenn Miller* on 97 CBS stations from New York to Hollywood, Tues., Wed., Thurs., 10-10:15 p.m. (EST).

GENERAL MILLS, Minneapolis (Wheaties), continues to April 28, *Jack Armstrong, the All-American Boy* on 12 NBC-Red stations, Mon. thru Fri. 5:30-5:45 p.m. (CST).

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on April 7 shifts *What's on Your Mind?* on 11 CBS-Pacific Coast stations from Thurs., 7:15-7:45 p.m. PST), to Mon., 9:30-10 p.m. (PST).

Lever and B & W

(*Continued from page 7*)

would not be affected materially. However, in Washington it is pointed out that such a sale most certainly would involve some personnel changes which in turn might affect the companies' advertising policies.

Sale of the two companies would probably be handled in the same manner as that used in disposing of the Viscose Rayon Co. a few weeks ago. In that instance 16 underwriting houses headed by Morgan, Stanley & Co., Dillon Reed and Lehman Bros. bought the property outright for public issue.

Secretary of Treasury Morgenthau as long ago as January told the Senate Foreign Affairs Committee that the British would have to sell all their direct investments in the United States. In a reply to a question by Senator Vandenberg (R-Mich) he said this sale would include Lever Bros. and "it means that they (the British) have got to sell every share of United States securities they own and all their properties that they own in the United States within the calendar year."

Later, Morgenthau told the committee "every dollar of property, real property or securities, that any English citizen owns in the United States, they have agreed to sell during the next 12 months, in order to raise money to pay for the orders they have already placed; they are going to sell—every dollar of it."

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will discontinue on April 5 instead of on April 12 as originally announced, the weekly broadcasts from the Army and Navy training camps on *Your Hit Parade*, heard on CBS, Saturdays at 9-9:45 p.m.

WFMJ

Youngstown's Favorite Station

A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

KFRU WINS PUBLIC SERVICE AWARD

The "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs... given by the Henry W. Grady School of Journalism—University of Georgia, was presented to KFRU for its outstanding contributions during 1940 in the local channel group.

KFRU 1400 KC. COLUMBIA, MO. ★ AFFILIATED WITH THE ST. LOUIS STAR-TIMES

REPRESENTED BY WEED & CO.
New York Chicago Detroit San Francisco

Fly Describes Benefits In Allocations of Treaty

OFFICIAL word to the American radio audience, hailing the March 29 reallocation as a boon to listeners despite its "very temporary inconvenience", was voiced Friday night by FCC Chairman James Lawrence Fly in a broadcast carried by both NBC-Red and Blue. Chairman Fly reviewed developments leading up to the reallocation, explaining the importance of the plan to give better radio service not only to United States listeners but to other North American countries.

"One amazing aspect of the North American Regional Broadcasting Agreement is that every signatory nation emerges with more air room than it had before," Chairman Fly commented. "This universal benefit is the result of neither miracle nor hocus-pocus. It results from a highly ingenious application of modern scientific and engineering developments to the problem in hand. The number of channels in the broadcast band has been increased somewhat; and in various ways each channel is to be more intensively used. In short, there's going to be more room on the air, and it's going to be more equitably distributed. For listeners, the chief advantages will be better service and less interference."

PAR BEVERAGE Corp. is the new name of the former Vanti Pa-Pi-A Corp., New York, affiliated with Hecker Products Corp. The product, a carbonated beverage of fruit juices, has been re-named Par. Radio is being used.

HIGH OVER PUGET SOUND were these Seattle agency executives, broadcasting during an airplane flight over the site of KIRO's new 50,000-watt WE transmitter and towers, located on an island in the Sound. KIRO becomes the first 50 kw. station in the Pacific Northwest when its power is increased July 1 from 1,000 watts. In the foreground, Maury Rider, of KIRO, interviews F. G. Mullins, of Ruthrauff & Ryan, while KIRO Manager H. J. Quilliam watches.

Act to Check FCC

(*Continued from page 8*)

other a newspaper. The non-newspaper applicant was favored and the Commission's decision made point of the independent character of the application as against the control of the only newspaper in the community by the other.

Awaits Net Ruling

No indication came from the FCC on its approach to the newspaper ownership hearing. The prevailing view was that the hearing date would not be set until final action on the Network Monopoly Report, probably a month away.

The hearings, it is expected, will be described as "fact and policy finding" and will be along legislative lines. It is doubted whether the FCC will sit en banc. Several possibilities are seen in that regard. The Commission may decide to open the hearings en banc and proceed with the conference method or assign an attorney examiner for the taking of testimony.

Because of reallocation, television and the network monopoly matter, the FCC apparently has not turned a wheel on the newspaper procedure since its announcement March 19.

Telford Taylor, general counsel, was in Florida, recuperating from illness, but returned to his office last Wednesday. He is expected to dig into the preliminary work with Assistant General Counsel Joseph L. Rauh Jr., who several weeks ago originally suggested the inquiry.

After the March 19 announcement, a number of newspaper station executives sent feelers to ascertain what steps should be taken in connection with the FCC move. At informal sessions in Washington over the weekend, it was decided to call the New York meeting to devise procedure.

Harold V. Hough, executive of the *Fort Worth Star-Telegram* and head of WBAP-KGKO, subsidiary operations of the newspaper; W. J. Scripps, general manager of WWJ, Detroit, pioneer station operated by the *Detroit News*, and O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden group, operating KGNC, Amarillo, KFYO, Lubbock, KTSA, San Antonio, and KRGV, Weslaco, Tex., acted as an informal committee in arranging the New York session.

A call in Chicago for a meeting March 28 also had been planned by Col. Robert R. McCormick, publisher of the *Chicago Tribune*, which operates WGN. After word had been received of the New York session, this call was cancelled.

Dinah Shore Stays

FOLLOWING arbitration, a decision was reached March 26 whereby Dinah Shore must hold to her contract with Eddie Cantor until its expiration in June. Cantor complained when General Amusement Corp., announced she would do her final broadcast for Cantor on the NBC Bristol-Myers Co., program March 26. GAC also had started negotiations with J. Walter Thompson Co. for her to join the Chase & Sanborn coffee program at $750 per broadcast. Both disputants hold AFRA cards and the matter came before the American Arbitration Society following the appointment of arbitrators.

Czechs Honor Chain

HUBERT V. CHAIN, continuity chief of NBC's Radio-Recording division, has been awarded a memorial medal by the Czechoslovakian government in exile for the outstanding script he wrote on the special Lincoln's Birthday broadcast for the American Friends of Czechoslovakia. Only 11 others have received the award.

WHMA, Anniston, Ala., joins NBC-Blue in early April as a bonus station.

Mollin Co. Application In Riverside Default

PENDING action on two other applications for new local stations in Riverside, Cal., one of them a newspaper application which was granted last year but later suspended, the FCC on Friday denied as in default an application for a 500-watt daytime station on 1390 kc. filed by Mollin Investment Co., of Riverside. The company, headed by E. W. Crellin and Curtis V. Crellin, is described as dealing exclusively in California real estate.

The Commission last July granted a new 250-watt outlet on 1420 kc. to Riverside Broadcasting Co., in which 30% interest was owned by persons identified with the *Riverside Enterprise* and *Press*. Ten days later, on its own motion, it reconsidered its decision and set the application for hearing along with that of Broadcasting Corp. of America, in which W. L. Gleeson was interested, and that of the Mollin company. The Gleeson group asked for 1000 watts fulltime on 1390 kc. The Mollin group failed to appear at the hearing last month, and the choice now appears to rest between the other two.

Wrigley's Spots in N. Y.

WM. WRIGLEY JR. Co., Chicago, on April 1 started a 52-week campaign totaling 600 one-minute transcribed announcements weekly on 12 New York stations, for Spearmint Gum. Stations are WABY WOKO WKNY WGNY WSLB WMFF WKIP WNBZ FIBX WTRY WATV WFAS. Agency is Vanderbie & Rubens, Chicago.

BYRON COLLINS, radio copywriter with Young and Rubicam, was high scorer in the agency's basketball victory on March 21 over Arthur Kudner, 26 to 20, in the finals of the New York Agency League. Victors received the Arthur Kudner trophy. Collins, a former Colgate U basketball luminary, scored 12 points.

ALLEN J. deCASTRO, former president of Dr. Richards Assn., S. Norwalk, Conn., on April 1 joins CBS as sales manager of Columbia's new Latin American network, which starts operating in the autumn. With his former firm he sold proprietaries to Latin America.

SONGS of Sherwood Rollins Jr. in the musical show of Harvard's Hasty Pudding Club, now on tour, have been published by BMI. Numbers are *I'm Not in the Mood*, *One on the House* and *Sweet Dreaming*.

THERE'S NO VARIETY AT WWNC FREQUENCY REMAINS 570

WHICH, as you know, means listener continuity! We offer 57 varieties of smart promotion for your program in Western North Carolina....

WWNC
570 Kc 1000 WATTS
ASHEVILLE
North Carolina
CBS AFFILIATE

KTUL
5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

FM
with Simplified CIRCUIT DESIGN
GENERAL ELECTRIC

Aluminum Supply Deemed Uncertain

Only Small Part of Industry Needs Thought Available

DESPITE urgent pleas from recording-blank manufacturers for sufficient aluminum to supply the primary demands for aluminum-base acetate discs, it now appears that at best only a small part of previous aluminum supplies will be available in this field.

According to a semi-official interpretation of the aluminum "rationing" plan announced March 22 by the Priorities Division of the Office of Production Management, the recording industry could conceivably qualify on the very fringe of non-defense priority ratings placed on aluminum—but even this remained problematical.

Under the overall formula governing allocation of aluminum supplies for both defense and non-defense purposes, approved by E. R. Stettinius Jr., Director of Priorities, suppliers of aluminum are required to give an A rating to all defense orders and to any other orders, including non-defense, on which the Priorities Division may assign A preference ratings.

Below the A, or strictly defense, rating come the B ratings, among which the recording industry might qualify. Small companies conceivably may qualify for a temporary B-5 classification—applying to consumers requiring less than 1,000 pounds of aluminum a month—carrying with it authorization for not more than 50% of their 1940 average monthly supply of aluminum.

Recording companies also might qualify, it was indicated, for B-8, the lowest rating given, applying to products in which a reasonably satisfactory substitute for aluminum is available, or can be made available. The B-8 rating allows not more than 10% of the 1940 supply.

Available aluminum supplies in either category would fall far below the absolute minimum requirement of 75,000 pounds a month cited recently in a presentation to the Priorities Division by Hazard Reeves, president of Audio Devices, Inc., New York [BROADCASTING, March 24]. Mr. Reeves has estimated that about 95,000 pounds a month would be required to supply the radio, phonograph and motion picture industries and Government departments with sufficient instantaneous recording discs to carry on present activities.

WHOM Courses

NATURALIZATION classes offering free instruction in citizenship to aliens are to be conducted by WHOM, foreign language station in Jersey City, beginning March 31. The course of eight sessions will be conducted nightly at WHOM's New York studios under direction of Charles Baltin, adult education specialist. Announcers will assist as interpreters. Starting April 5, WHOM will broadcast the course on eight consecutive Saturday nights and repeat it indefinitely. Plans were formulated by Joseph Lang, vice-president and manager of WHOM and foreign language committee chairman of the NAB.

Cardboard Base Claimed To Offer Substitute for Aluminum Record Discs

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, reports he has developed a new process for coating paper discs for recording. The process is the result of 10 years of experimentation, and Mr. Robinson is making extensive use of 16-inch paper discs. Back in 1931, at his Robinson Recording Laboratories in Narbeth, Pa., Mr. Robinson, then privately engaged in experimental recording work, first developed a paper disc.

At that time, he explained, celluloid sheets were used and he experimented with cardboard because of the economy and, more importantly then, because the celluloid had a bad grain which made for a great deal of surface noises. However, since aluminum was cheap at that time, there was no practical market for his paper discs. In 1934, at WCAU, Philadelphia, he used several thousand paper discs for direct recordings of piano and voice mostly.

For his paper discs today, Mr. Robinson uses several coatings of a special acetate recording compound to coat the blanks. He explained that since 60% of the cost of a blank is for the aluminum, an item tied up by defense emergencies, his early development was revived as a matter of necessity and economy. Using cardboard, a 10-inch paper blank can be made for as little as 50 cents, he said.

Mr. Robinson claims that the durability of the paper discs is almost the same as those coated with aluminum. Moreover, he says the degree of destructability of the paper discs is not as great, as the the aluminum, claiming that the cardboard will take a right-angle bend without cracking.

NBC Raises Woodell

SHIRLEY F. WOODELL, for the last few months a member of NBC's international sales staff following more than 12 years as advertising manager of Packard Motors Export Corp., has been named sales manager of the international division, according to John F. Royal, vice-president in charge of NBC's international activities. He succeeds Lunceford P. Yandell, recently transferred to NBC-Blue sales to assist Edgar Kobak.

Weber Sales Sold

WEBER SALES Co., New York, distributors of Egofoam shampoo and Egogroom hair tonic, has been purchased by a syndicate under the direction of Frederick Meinhardt of New York. E. F. Wheaton, formerly advertising and radio director, has been appointed president and general manager, while R. C. Weber, former president, will remain as director. Mr. Wheaton will continue as active head of Wheaton Adv. Agency, New York, and will continue to handle the company's advertising. The company is testing a quarter-hour program on WWRL, Woodside, L. I.

Dr. Dunham Appointed To Camp Welfare Post

DR. FRANKLIN DUNHAM, NBC director of religious programs, has been granted leave to become executive director of the National Catholic Community Service. He will be in charge of all citizen welfare work in camps and defense areas. Buildings are provided by the Government but operated by private welfare agencies.

Dr. Dunham will be responsible to the administrative head of the National Catholic Welfare Conference, Archbishop Mooney of Detroit, and will be on leave for the duration.

In 1917, Dr. Dunham served on the staff of the Committee on Public Information and as instructor in Army Officers' Reserve Corps.

"That's a right handsome rig y'got there, Hezekiah. Most as efficient as thet new RCA killy-watt transmitter WFDF, Flint Michigan, jest put up."

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

WHO (ALONE!) for IOWA PLUS!

DES MOINES-50,000 WATTS.

CLEAR CHANNEL

THE OREGONIAN PUBLISHING CO.

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

ARDEN X. PANGBORN

AS MANAGING DIRECTOR OF ITS

RADIO STATIONS

KGW AND KEX

620 K.C. NBC RED 1190 K.C. NBC BLUE

PORTLAND, OREGON

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MARCH 22 TO MARCH 28, INCLUSIVE

Decisions . . .

MARCH 25

NEW, Balaban & Katz Corp., Chicago—Granted CP experimental television 384-396 mc.

WIBC, Indianapolis — Granted modification CP change antenna N.

WISE, Asheville, N. C.—Granted modification license to 1230 kc under treaty.

WHBQ, Memphis—Granted CP new transmitter, increase to 250 w.

WNYE, Brooklyn—Granted CP change 41.1 to 42.1 mc, increase to 1 kw special FM emission for non-commercial educational station.

MISCELLANEOUS — WKBB, Dubuque, Ia., denied rehearing of action 1-7-41 granting without hearing application of KDTH, Dubuque, for modification CP new station etc.; W9XZY, St. Louis, granted further extension facsimile; W2XVP, New York, W9XLA, Denver, and W5XAU, Oklahoma City, granted extensions high-frequency stations; WGRC, New Albany, Ind., application CP increase power, change frequency, etc., set for hearing, consolidated with application Mid-America Broadcasting Corp., Louisville.

TEMPORARY EXTENSIONS — Pending results of hearing, these cited stations were given temporary extensions: KEX, Portland; KFPW, Fort Smith, Ark.; KGA, Spokane; KGO, San Francisco; KGLU, Safford, Ariz.; KIDW, Lamar, Col.; KJR, Seattle; KOA, Denver; WIBG, Glenside, Pa.; WIBU, Poynette, Wis.; WMAL, Washington; WTRY, Troy, N. Y.; WWNC, Asheville, N. C.

Pending further consideration of renewal applications: KFEQ, St. Joseph, Mo.; KFJM, Grand Forks, N. D.; KGBU, Ketchikan, Alaska; KLUF, Galveston, Tex.; KOCA, Kilgore, Tex.; KORN, Fremont, Neb.; WCOA, Pensacola, Fla.; WELL, Battle Creek, Mich.; WHBC, Canton, O.; WHIP, Hammond, Ind.; WJHP, Jacksonville, Fla.; WNAD, Norman, Okla.; WOSU, Columbus, O.; WPRP, Ponce, P. R.; WSJS, Winston-Salem, N. C.

Pending completion of CP's: WABI, Bangor, Me.; KWJJ, Portland, Ore.

WARM, Scranton, continuance of program tests authorized pending result of hearing on application for license.

Other temporary extensions of license granted: WPRA, Mayaguez, P. R.; WGST, Atlanta; KFNF, Shenandoah, Ia.; KMA, Shenandoah, Ia.; WJAG, Norfolk, Neb.; KTBC, Austin, Tex.; WDLP, Panama City, Fla.; WBAX, Wilkes-Barre, Pa.; WCAP, Asbury Park, N. J.; WCAM, Camden, N. J.; WTNJ, Trenton, N. J.; KRBA, Lufkin, Tex.; WTAL, Tallahassee, Fla.; WSGN, Birmingham; WFNC, Fayetteville, N. C.; WPAY, Portsmouth, O.; WRDO, Augusta, Me.; KNET, Palestine, Tex; KSAM, Huntsville, Tex.; KGKB, Tyler, Tex.; KGFI, Brownsville, Tex.; WTMC, Ocala, Fla.; WWRL, Woodside, N. Y.; WCNW, Brooklyn.

Experimental authorizations renewed: KFAB, Lincoln, Neb.; KTHS, Hot Springs, Ark.; KVOO, Tulsa; WAPI, Birmingham; WBAL, Baltimore; WBBM, Chicago; WGN, Chicago; WHK, Cleveland; WLW, Cincinnati; WOR, New York.

MARCH 26

WRCA, New York — Granted special temporary authority 9670 kc 100 kw effective power, etc.

WQDM, St. Albans, Vt. — Granted special temporary authority 1420 kc until WWSR is authorized to conduct program tests but ending not later than April 27, 1941.

MARCH 27

WHAL, Saginaw, Mich.—Granted modification CP new station to 980 kc under treaty.

WSBT, South Bend, Ind.—Granted temporary authority unl. 960 kc 250-500 w not later than 4-27-41.

NEW, Stephenson, Edge & Korsmeyer, Jacksonville, Ill.—Proposing to grant CP 1150 kc 250 w D; proposing to deny CP same facilities to Walton & Bellatti.

WHDH, Boston—Proposing to grant increase to 5 kw unl. 830 kc directional N.

MARCH 28

WDOD, Chattanooga—Granted modification CP increase power etc., for 1310 kc under treaty, change antenna.

WELI, New Haven—Granted modification CP increase power etc. for 960 kc under treaty, change antenna.

WHIZ, Zanesville, O.—Granted modification license change name to Southeastern Ohio Broadcasters Inc.

WKST, New Castle, Pa.—Granted modification CP for directional N, change to 1 kw unl.

WOV, New York—Granted license to increase power etc.

WIOD, Miami—Granted license to increase power etc.

WIBW, Topeka—Granted license increase night power etc.

NEW, Mollin Investment Co., Riverside, Cal.—Denied as in default application CP.

MARCH 20

NEW, Chilton Radio Corp., Dallas—Petition for reconsideration and grant of application CP 1370 kc 100 w unl., dismissed also opposition thereto filed by KTEM, Temple, Tex.; and amendment filed to said application. (Incorrectly listed in the March 24 BROADCASTING).

Applications . . .

MARCH 24

NEW, Central N. Y. Broadcasting Corp., Elmira—CP 1230 kc 250 w unl. (contingent WENY going to 590 kc).

WJAR, Providence, R. I.—Modification CP increase power for 920 under treaty, change antenna, new transmitter.

WCSH, Portland, Me.—Modification CP as modified directional antenna, increase power, asking 970 kc under treaty.

WWDC, Washington — Modification CP new station asking 1450 kc under treaty.

WBZA, Springfield, Mass.—CP change to 940 kc (970) under treaty, increase to 5 kw unl., new transmitter antenna.

WBZ, Boston—Modification license to unl. 990 kc (1030 under treaty), contingent on grant of WBZA application.

WAAT, Jersey City—Modification CP as modified new transmitter, directional N etc., for 970 kc under treaty, change antenna.

W3XPY, Whippany, N. J.—Modification license to 43.5, 491. mc.

WWSW, Pittsburgh—CP new transmitter, directional, change to 940 kc 1-5 kw, amended to 970 under treaty, change antenna.

WKWK, Wheeling—Modification CP new station asking 1400 kc under treaty.

WADC, Akron—License for 1350 kc under treaty.

WBIG, Greensboro, N. C.—Modification CP increase power etc., asking 1470 kc under treaty.

WTJS, Jackson, Tenn.—Modification CP increase power etc., asking 1390 kc under treaty.

KTRH, Houston — Modification CP increase power etc., asking 1320 kc under treaty.

KWOC, Poplar Bluff, Mo.—CP change to 1290 kc (1320 under treaty), increase to 1 kw, change equip., KLCN facilities.

KSCJ, Sioux City, Ia.—Modification CP as modified increase power etc., asking 1360 kc under treaty.

KGEZ, Kalispell, Mont.—Modification CP new transmitter, increase power etc., amended to 1460 kc under treaty.

KHJ, Los Angeles—Modification CP as modified change equip., increase etc., asking 930 kc under treaty.

MARCH 28

WFBR, Baltimore—CP increase to 5 kw N & D, asking 1300 kc under treaty.

WNBI, Bound Brook, N. J.—Modification CP asking additional 11890 and 15150 kc.

WOSU, Columbus—CP new transmitter change to 880 kc, 820 kc under treaty, 5 kw ltd. to LS Dallas.

WIBG, Glenside, Pa.—Modification license D to ltd. Knoxville.

NEW, George Grant Brooks Jr., Scranton, Pa.—CP 1370 kc, 1400 kc under treaty, 250 w unl., asks WARM facilities.

WSAI, Cincinnati—Modification CP increase power etc. for 1360 kc under treaty.

WORL, Knoxville—Modification license to 1 kw N & D directional N.

NEW, South Florida Broadcasting, Miami—CP 1500 kc 250 w unl., amended to 1450 kc. under treaty.

KRNR, Roseburg, Ore.—CP 1490 kc under treaty, increase to 250 w N & D.

NEW, Greater Houston Broadcasting Co., Houston—CP 1230 kc 250 w unl.

WAOV, Vincennes, Ind.—CP increase to 250 w.

KDAL, Duluth—CP change from 1500 kc (1490 under treaty) to 610 kc, increase 1 kw directional N.

WISN, Milwaukee—Modification CP new transmitter increase power etc. asking 1150 kc under treaty, change antenna.

KOIL, Omaha—Modification CP directional N, increase power, asking 1290 kc under treaty.

KOMO, Seattle—Modification CP directional, increase power, asking 950 kc under treaty.

KUTA, Salt Lake City—Modification CP new transmitter, directional N & D etc., asking changes in antenna, equipment, increase to 1-5 kw.

KJR, Seattle—CP change equip., directional N, increase to 50 kw, amended to 1000 under treaty, change antenna.

Tentative Calendar . . .

MARCH 31

KMLB, Monroe, La.—CP 1410 kc 1 kw unl. directional N.

WBAX, Wilkes-Barre, Pa. — License renewal (motion for continuance pending).

APRIL 2

NEW, Symons Broadcasting Co., Ellensburg, Wash.—CP 1110 kc 1 kw unl. (motion for continuance pending).

APRIL 3

NEW, Western, Gateway Broadcasting Corp., Schenectady—CP 1210 kc 250 w unl.; NEW, Van Curler Broadcasting Corp., Schenectady, same.

WMBQ, Brooklyn; NEW, Lillian B. Kiefer, Brooklyn; NEW, Paul J. Gollhofer, Brooklyn; WCNW, Brooklyn; WWRL, Woodside, L. I.

APRIL 11

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

MAY 6

NEW, Wayne M. Nelson, Concord, N. C. —CP 1380 kc 1 kw D.

MAY 8

KWTO, Springfield, Mo.—CP 560 kc 1-5 kw unl. directional N.

Limited Supply of Extra Copies Available!

NEW BROADCAST ALLOCATIONS

Ordered Under The

North American Regional Broadcasting Agreement

(Havana Treaty)

Effective March 29, 1941

●

Including, U. S. Broadcast Stations by Call Letters; U. S. Broadcast Stations by Frequencies; Canadian Broadcast Stations by Call Letters; Canadian Broadcast Stations by Frequencies; Mexican Broadcast Stations by Frequencies; Cuban Broadcast Stations by Frequencies; Definitions of Station Classes.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

Natonal Press Bldg. • Washington, D. C.

25c Each · 20c in quantities of 10 or more

Equipment

RCA MFG. Co., Camden, N. J., announced March 27 sale of a 5-DX broadcast transmitter to WEVD, New York, and a 250-K broadcast transmitter to KRJF, Miles City, Mont.

USING General Electric transmitter equipment, the new FM station of Evansville on the Air Inc., also operators of WEOA and WGBF, Evansville, Ind., is scheduled to go on the air May 1. Its call letters are W45V and its frequency is 44.5 mc.

WIBA, Madison, Wis., has purchased a new WE 5-kw. transmitter. A 20-acre tract six miles south of Madison has been acquired for a new transmitter house and three-tower directional antenna system, to begin operation in early April.

CFRN, Edmonton, has purchased an RCA 1 kw. transmitter for use on its increased power under the Havana Treaty. Studio alterations are being made.

INSTALLATION of new Western Electric 1-kw. transmitter is being effected at KOY, Phoenix, under the supervision of Chief Engineer Bob Thompson.

WCHV, Charlottesville, Va., reporting the installation of new studio equipment throughout, states that it has placed an order with RCA for a new limiting amplifier at the transmitter, as well as a new 76-B2 consollette, two turntables, microphones, etc.

NBC's Radio-Recording Division last week announced to its *Thesaurus* subscribers that six four-minute transcribed *Defense Talks* by government officials are available for use in connection with the campaign for a nationwide registration of unemployed workers [BROADCASTING, March 17]. Subscriber stations are advised to consult local Social Security Boards to secure the discs free.

BALABAN & KATZ Corp., big motion picture theatre operators and licensee of W9XBK and W9XBT, television stations in Chicago, was granted a construction permit March 25 for a new experimental television station in Chicago to operate with 10 watts fulltime on 384,000-396,000 kc. or Group channel, A5 emission.

Disc Code Ratified

TRANSCRIPTION code of the American Federation of Radio Artists was ratified March 26 by the membership of the Los Angeles local of the talent union. New York local ratified the agreement March 21 [BROADCASTING, March 24] and the locals in Chicago and San Francisco are expected to follow suit within the next few days. Pending reports from these cities, AFRA officials are withholding details of the code's wage and working conditions provisions.

Krueger Buys Newscasts

G. KRUEGER Co., Newark (beer and ale), as part of its spring advertising campaign is sponsoring a daily quarter-hour newscast on WKNE, Keene, N. H.; WCAX, Burlington, Vt.; WDNC, Durham, N. C.; a quarter-hour and five-minute news program and one-minute spot announcement daily on WLNH, Laconia, N. H. More stations may be added. Compton Adv., New York, is the agency.

WEED & Co., station representative, announces its appointment as representative of KGGM, Albuquerque, N. M., effective April 1.

LOS ANGELES AFM SEEKS DISC JOBS

FOLLOWING the practice established by Chicago musicians union, Los Angeles Local 47, AFM, for the last month has been considering a contemplated drive to install member musicians as record turners in radio stations in that area, thereby eliminating the announcer or operator who performs the duty.

Although there has been no official announcements of the planned drive, said to be in the embryo stage, Carl Von Ritter, assistant to J. K. (Spike) Wallace, president of Local 47, has been making preliminary investigations.

Recording activities in the Los Angeles area are under jurisdiction of J. W. Gillette, AFM international studio and recording representative (radio and film), but it is understood the contemplated campaign would be directed solely by Local 47.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE

124 Jackson Ave.

University Park, Md.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Newscaster And Reporter—Write fully, experience, salary, etc. Enclose photo. Box 312, BROADCASTING.

Wanted—Experienced combination announcer engineer 500 Watt CBS affiliate. Send transcription references and salary expected. Box 300, BROADCASTING.

Combination Announcer-Engineer-Network Station—In West Texas. Salary liberal. Send transcription, experience and photograph. Box 318, BROADCASTING.

Openings On Hand!—For qualified employees—every department—announcers, operators, combinations, transradio press, salesman, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Program Director—Capable of originating and producing on own initiative. Regional Midwest network station. Enclose photograph and state age, experience, references and salary expected. All replies confidential. Box 311, BROADCASTING.

Wanted—Program Director—with full experience in program building and production work for regional station. Give full details of qualifications with photograph in first letter. Box 309, BROADCASTING.

Announcer-Engineer — with good experience or college training also copy some transradio, personality, capability initiative and dependablity. 1 KW Rocky Mountain location. Salary dependent ability. Give complete particulars, photo. Box 303, BROADCASTING.

Commercial Manager!—New station in excellent market has immediate opening for aggressive, clean-cut young man with not less than three years' radio station experience. Should know agency field and have complete knowldge of local station operation. Give full details, including references and expected remuneration first letter. KBIZ, Ottumwa, Iowa.

Situations Wanted

Chief Engineer — Competent, cooperative. Take complete charge. Make engineering department click. Employed. Box 305, BROADCASTING.

Why Lose Money — Will manage Southern station profit sharing basis—you can't lose. Box 307, BROADCASTING.

Engineer—(First class telephone). Experienced. Employed. Desires change. Can furnish references. Go anywhere. Box 301, BROADCASTING.

News Editor - Newscaster - Announcer — Young, five years solid experience New York. Good newspaper background. Box 304, BROADCASTING.

Program Director—10 years experience, age 31, married. Announce, news, production, publicity, showmanship, promotion, office management. Efficient, capable. I want to work for you and the salary is not unreasonable. Let's talk it over. Now employed in large midwest station. Address Box 314, BROADCASTING.

Situations Wanted (Continued)

Draft-Deferred Announcer-Program Director—Experienced. Now employed 5 KW Chicagoland station. Married. Age 28. Future essential. Box 313, BROADCASTING.

Salesman - Commercial Manager — Exceptional background. Promotion from ideas to profits. Tops in servicing accounts. Big time producer. Sparkling continuity. A-1 publicity. Public Relations Director. Box 302, BROADCASTING.

Engineer—Age 25, First Class Radiotelephone License, Capitol Radio Engineering Institute graduate, over 3½ years broadcast operating experience, now employed in a kilowatt network station. Box 306, BROADCASTING.

First Class Operators Available—Graduates for broadcasting, television, frequency modulation, and commercial stations, able to work anywhere. Some with announcing experience. Have successful men in stations in all sections of country; list furnished upon request. Contact Graduate Relations Department, National Schools, 4000 So. Figueroa, Los Angeles, Calif.

WIDELY EXPERIENCED RADIO AND AGENCY MAN—SEEKS EASTERN POSITION. NINE YEARS RADIO COPY CHIEF, PRODUCER, ASSISTANT DIRECTOR; FOUR YEARS AGENCY COPY CHIEF, TROUBLE-SHOOTER. EXCELLENT VOICE. DRAFT-FREE. WILLING MANAGE LOCAL, OR ASSIST BUSIER EXECUTIVE. PRESENT SALARY AND POSITION SECURE, BUT WANT IMMEDIATE NEW CONNECTION WITH STATION OR AGENCY. BOX 316, BROADCASTING.

For Sale

For Sale—Used Western Electric 5 Kw transmitter complete, good record of performance. Box. 317, BROADCASTING.

Piano Trucks—Colson adjustable, two. Good condition. $20.00 each, f.o.b. Los Angeles. KFI-KECA, Los Angeles.

For Sale—Gates radio sound effect machine. New, never used, mixes from 3 record turntables. Address Box 315, BROADCASTING.

For Sale . . . Collins 20J One Thousand Watts Transmitter—A-1 condition with limiting amplifier, speech rack, two sets of tubes and RCA Modulation Monitor. Write for price. Walter Brown, WSPA, Spartanburg, South Carolina.

Wanted to Buy

Will Buy Part Interest Or Lease—Small station. Box 308, BROADCASTING.

Miscellaneous

Anyone Knowing The Whereabouts — Of Miss Alice Gregory, formerly associated with Station WSM, please communicate. Box 310, BROADCASTING.

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Increase Not Seen In Canadian Fees

But Board Has Not Yet Ruled On Payments for Year

CANADIAN broadcasters have not yet learned what fees they will have to pay for 1941 for use of copyright music, the Copyright Appeal Board appointed by the Secretary of State not yet having published its findings as a result of hearings held Feb. 12 [BROADCASTING, Feb. 17].

While no official announcement has been made as to why the delay in findings and setting of a fee basis on which the Canadian Performing Rights Society (Canadian ASCAP) and BMI Canada Ltd. can charge Canadian broadcasters, it is thought in broadcasting circles that the Copyright Appeal Board may be awaiting developments in the United States on the ASCAP-NAB settlement, before fixing a fee for Canada.

Increase Doubted

In this connection it is thought the board may set a scale for CPRS fees comparable to the scale which the NAB-ASCAP conferences may develop in relation to the 1940 payments. It is not considered likely there will be any increase over the 8-cents-per-licensed-receiver basis set some years ago, but distribution of this rate between CPRS and BMI Canada is holding up the board's decision.

It is known that the board has investigated the ASCAP-BMI situation in Washington. Meanwhile Canadian broadcasters are paying CPRS the same fees they paid in 1940 on a written understanding that revisions of the 1941 payments are to be made dependent on the rulings set by the Copyright Appeal Board. BMI Canada is not yet collecting fees from Canadian stations, not having been assigned a basic fee by Ottawa in 1940. Most likely distribution of the 8-cent fee is thought to be on a 5—3 rate in favor of CPRS.

Television for S. A.

FIRST TELEVISION station in South America is being constructed at Buenos Aires by Fernando Gonzlez Chavez, who operates LOS, 50,000-watt station, according to word received by his nephew, Nicholas DeFrancisco, relief engineer of WPEN, Philadelphia. On a recent visit to this country, Mr. Chavez purchased a 10,000-watt picture and sound transmitter from Philco, and construction of the television station is already under way. According to Mr. DeFrancisco, the transmitter for the South American station is the largest made. Prior to joining WPEN, Mr. DeFrancisco was a Philco television engineer, engaged in experimentations on television receiving sets.

ALL three national networks are planning special programs observing Army Day. On April 5 NBC-Red and Blue will carry a full-hour program, with messages by Secretary of War Stimson and Army Chief of Staff Marshall. CBS will carry a half-hour story of the tank and its function. MBS on April 6 will present a symposium by Army officers, *The Army Looks Ahead*, conducted by Theodore Granik.

New Legislation Is Considered For Reorganization of FCC

COINCIDING with industry efforts to check FCC imposition of additional restraints on commercial broadcasting, legislation for reorganization of the FCC is taking tangible form. While no indication has been given when such a reorganization bill may be introduced, several drafts already have been prepared and both Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Senator White (R-Me.), co-author of the present Communications Act, may drop a bill into the hopper, perhaps jointly.

A legislative draft, covering procedural phases, has been produced by the Federal Communications Bar Assn. at the direction of its executive committee. Herbert M. Bingham, FCBA president has conferred with members of the Interstate Commerce Committee in connection with projected new legislation.

White's Plan

The Bar Assn. draft, it is understood, does not touch upon matters of fundamental regulatory policy, but rather upon organization and procedural phases. It has not yet been formally presented as a recommended draft.

Senator White himself, has drafted a bill which would create a three-man FCC, with one member assigned to broadcasting and related operations, the other to telephone, telegraph and other common carrier operations. The Chairman would be the administrative officer and bridge the gap on allocations as between the two classes of service. Senator White, however, has not finally decided to introduce this measure.

In essence, the FCBA measure would retain a Commission of seven members. However, it would be divided into two separate divisions—one of three members handling private carrier operations, which would cover broadcasting, and the other common carrier fields. The chairman would be the administrator and would not be attached to either division.

Upon introduction of a reorganization measure which presumably would be cleared with the Administration, it is expected Chairman Wheeler would be disposed to appoint a small working subcommittee of the Interstate Commerce Committee to conduct full-scale hearings. Senator White long has espoused a redefinition of the existing law, pointing out that while the Communications Act became effective in 1934, creating the FCC, the fundamental radio provisions actually go back to 1927, when the Federal Radio Commission was created.

New Kroger Series

KROGER GROCERY & BAKING Co., Cincinnati, on March 31 was to start a new daytime show, *Hearts in Harmony*, combining drama and music in a tale of two young people in a small town. The series will be heard on a midwest hookup, according to A. E. Johnston, Kroger advertising manager. Agency is Ralph H. Jones Co.

Texaco Rewards Announcer

LLOPIS DE OLIVARES, Spanish announcer of NBC's international division, has received a gold watch from the Texas Co., in appreciation for his work on the shortwave broadcasts of the Metropolitan Operas during the past season. Texas Co., New York, sponsored the Saturday afternoon operas on NBC in this country, as well as the shortwave broadcast to Latin America on WRCA and WNBI.

Drawn for BROADCASTING by Sid Hix

"Now Look What You've Done! It Wasn't the Set . . . They've Just Changed the Stations Around!"

FM Progress Outlined To FCC by Licensees

SEEKING up-to-the-minute information on FM progress, the FCC last Wednesday started a series of informal personal conferences with FM licensees, applicants and CP holders which probably will extend through most of this week. Meeting with FCC engineers and attorneys, individual operators and applicants are making progress reports of their FM developments, following up the FCC's endeavor to collect full information to forestall "traffic jams" on FM assignments. Although particular attention centers on the New York area, the conference plan extends to all operators and applicants over the country [BROADCASTING, March 24].

As BROADCASTING went to press the FCC group had met with representatives of NBC and CBS; WOR, New York; Maj. Edwin H. Armstrong; W. G. H. Finch; WHN, New York. Participating in the conferences for the FCC are Rosel M. Hyde and Allen W. Sayler, of the legal department; Assistant Chief Engineer Andrew D. Ring and Wm. C. Boese, associate engineer; W. J. Norfleet, chief accountant; deQuincy V. Sutton, head accountant.

Lost Fees Basis of Suit Started Against WMCA

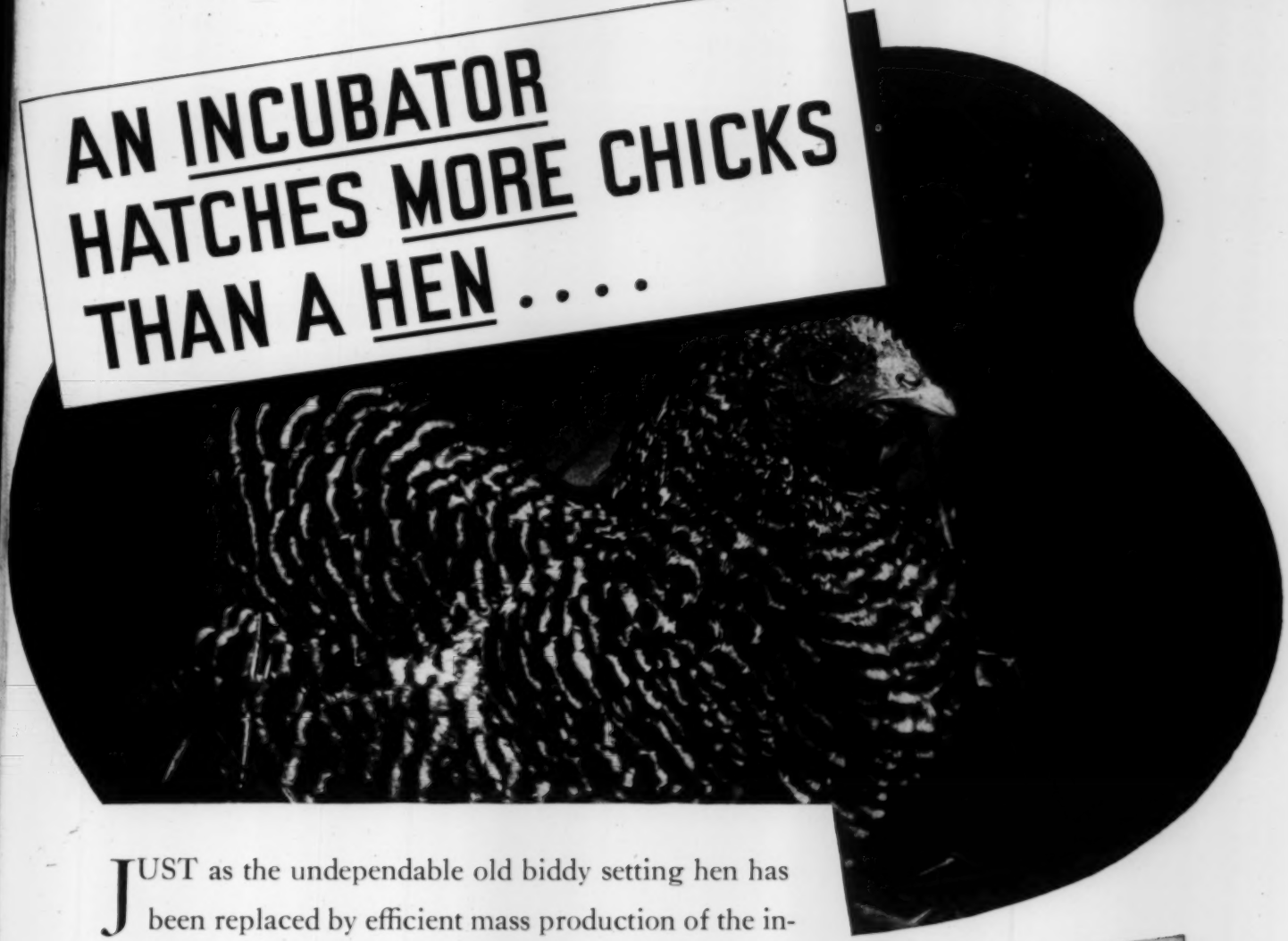
SUIT for $117,500 damages against Knickerbocker Broadcasting Co., operator of WMCA, New York, and Donald Flamm, former WMCA president, and for $21,250 damages against Emile Weinberg was filed March 26 in New York Supreme Court by Harold J. Jacoby, realtor, following the filing of papers for the suit Jan. 27 [BROADCASTING, Feb. 3].

Plaintiff claims that in December, 1935, while acting as co-broker with Weinberg, he was hired to find a purchaser for the station. In March, 1936, Jacoby claims he secured a potential buyer willing to pay $1,500,000 for WMCA with a commission to Jacoby of $75,000. This offer was turned down, plaintiff alleges, with the station subsequently sold to Edward J. Noble for $850,000, and Weinberg receiving $42,500 commission. Mr. Flamm has filed a general denial of the claims in the suit.

Feigenspan Sports

CHRISTIAN FEIGENSPAN Brewing Co., Newark (P. O. N. beer and ale), will sponsor baseball programs exclusively in the New York and New England markets. Company is starting quarter-hour sports commentaries by Jim Britt twice-weekly on eight Yankee network stations; by Red Barber five nights a week on WOR, New York; and by Leo Bolley nightly on WFBL, Syracuse. Six-minute baseball scores will be sponsored thrice-weekly on WTIC, Hartford. The Dobler Brewing Co., Albany, a subsidiary company which sells Dobler's P. O. N. beer and ale, is sponsoring five-minute nightly baseball scores on WCAX, Burlington, Vt., and a 10-minute nightly sports resume by Joe Nolan on WABY, Albany. E. T. Howard Co., New York, is the agency.

AN INCUBATOR HATCHES MORE CHICKS THAN A HEN . . . .



JUST as the undependable old biddy setting hen has been replaced by efficient mass production of the incubator for chick hatching . . . so has the "one hen" radio method been discarded in favor of mass sales production of The Colonial Network for check hatching. It's the modern way . . . the economical way . . . the *effective* way to get consistent volume in nineteen important buying centers of New England . . . where The Colonial Network's home-town stations have the long established acceptance and loyalty that no "stranger" station can possibly possess.

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WFEA	Manchester
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WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston, Auburn
WSYB	Rutland
WELI	New Haven

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Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.